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# PRINTERS' INK

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A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

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No. 13

## ADVERTISING HEADQUARTERS

At 300 Chestnut Street, Philadelphia, Pa.,  
N. W. Ayer & Son take Advertising and Make  
It Pay.

There are 275 members of our business family  
and we are divided into 10 departments, each  
of which is devoted to specializing on one branch  
of our work, and all of which are effectively  
co-ordinated.

We work for hundreds of clients, including  
some of the smallest and some of the largest  
who advertise. These clients are scattered all  
over the country and they manufacture nearly  
every kind of utility, comfort and luxury con-  
sumed by the American public.

Our methods of caring for the advertising of our  
customers are our own and have been developed through  
an experience of forty-seven years. Their efficiency is  
attested by those with whom we deal.

Our equipment includes everything requisite to the  
most modern and complete advertising service, and  
our idea of service is, we are told, uncommonly broad  
and liberal.

We welcome the opportunity to show interested  
visitors through our place and to explain in full detail  
the Ayer way of doing things.

N. W. AYER & SON  
ADVERTISING HEADQUARTERS  
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO



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## Over one third of a million dollars was *invested* by this group of manufacturers during 1915.

To be exact they *invested* \$343,453.85 to increase their sales of Automobiles, Automobile Tires and Automobile Accessories among the prosperous farmers who are regular readers of

## The Standard Farm Papers

We say *invested* advisedly, because the most significant thing about this advertising is the fact that most of these firms have for *several years invested* a total sum running well into six figures in our papers.

Do you get the point?

The Ohio Farmer  
The Michigan Farmer  
Prairie Farmer, Chicago  
Pennsylvania Farmer  
The Breeder's Gazette  
Hoard's Dairyman  
The Pacific Rural Press

GEORGE W. HERBERT, INC.,  
Western Representatives,  
Advertising Bldg.,  
Chicago.



THE MARK OF  
QUALITY

Wallace's Farmer  
Kansas Farmer  
Progressive Farmer,  
Birmingham, Raleigh,  
Memphis, Dallas  
The Wisconsin Agriculturist  
The Indiana Farmer  
The Farmer, St. Paul

WALLACE C. RICHARDSON, INC.,  
Eastern Representatives,  
381 Fourth Ave.,  
New York City.

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Members Audit Bureau of Circulations

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## FOR THE INFORMATION OF CONGRESS

The United States Senate was having a debate on March 4 upon a subject of vital international importance.

It concerned a report that Great Britain during the Russo-Japanese War warned her subjects not to travel on belligerent vessels.

The Senators disagreeing, Senator Lodge referred to one of a number of hypothetical questions and the answers thereto by Ellery C. Stowell, a recognized authority on international law, which appeared in *The Outlook* of February 23.

Commenting on this and the discussion that followed, *The Outlook* of March 15 said:

"It is a compliment, which we hereby acknowledge, that *The Outlook's* hypothetical question, and Mr. Stowell's answer dependent upon the hypothetical question, have been regarded in the Senate as being of more consequence than the allegation of the three Senators themselves" (Lodge, Gore, and O'Gorman).

When Members of Congress disagree, they often refer to *The Outlook* as a final authority. Which is about the last word that can be said of editorial distinction. *The Outlook* thus is given a *National* significance in the sense of being an influence upon the lawmakers of the Nation.

Many members of the Senate will recall that on February 9, 1915, the Hon. Elihu Root, then a member of that body, in discussing the Shipping Bill, said: "Mr. President, I cannot better state what I deem to be involved in this bill than in the words of a brief statement contained in a recent number of *The Outlook*." Senator Root then read to the Senate an editorial in *The Outlook* on the Shipping Bill.

### THE OUTLOOK

*A Periodical of Progress*

381 FOURTH AVENUE, N. Y.

as most every other furniture manufacturer is doing—trying to make something cheaper than the other fellow. Anyone can give things away. The Way people decided to quit giving their merchandise away, and to start selling it. Up to four years ago the number of concerns in the bedding line that really sold their output could be counted on your two fingers. And how many manufacturers are there even today who just simply can't make that sales curve rise, because they are still laboring under the delusion that success follows cheapness?

#### TWENTY-FIVE YEARS WASTED

The thousands of manufacturers in this country who are driving their factories that they may make the price on an item a half cent lower than a competitor, soon find their market limited to points where freight rates are favorable. They cannot go outside of that territory. Without any stabilizing influence the market soon becomes demoralized, standards disappear. The business simmers down to a cut-throat occupation for both manufacturer and dealer, and the mail-order house swoops down and reaps the profit. Things were working out just that way for the Way Sagless Spring Company—with the added condition that as it manufactured non-repeating products it found itself at the end of twenty-five years facing a "saturated market." No matter how hard it tried to force sales, selling costs mounted up faster than the sales would climb. Something had to be done. The company did not care to sit back and wait for an increase in population; it did not care to revamp a line in which it had twenty-five years' schooling. But there was one thing open to it; a course made possible by new conditions which up to that time had not yet been foreseen by its competitors. What this course was, how it was followed and with what degree of success was told to **PRINTERS' INK** by the vice-president of the company, J. M. Anderson.

"It came hard," began Mr. An-

derson, "to face the truth, that after twenty-five years of building, as we thought, we had in reality built nothing. Like most manufacturers we had never branded our merchandise. It had been our mistaken idea that the dealer would not sell bedding bearing our mark, and so we kept on year after year turning out just bedding—orphan bedding. Our name meant nothing to the buyer of bedding; it meant nothing to the dealer except that our merchandise was a little better than the ordinary and that we were a 'square' house to have business dealings with.

"Now it just happened that about the same time we discovered that we were not getting anywhere making orphan bedding, we also discovered that a change was taking place in the buying habits of the farmers of the Northwest. The mail-order houses were beginning to make disastrous inroads on the business of the local merchant, who seemed unable to adjust himself to the new needs of his farmer-customers. An investigation showed us that in many communities as high as thirty and forty per cent of the merchandise purchased came from Chicago mail-order houses. Instead of trying to analyze the situation, the small merchants took the easier course of abusing and berating the patrons of the mail-order houses. They called the farmers who bought by mail 'cheap skates' and waged bitter campaigns against them. All of which only made matters worse, and soon a deep-rooted feeling of hostility arose between the merchant class in the villages and the farmer class in the surrounding country.

#### WANTED: QUALITY GOODS

"This condition of affairs looked like a real opportunity to us. Reading between the lines it was obvious to us that the reason for the discord was the failure of the small-town merchant to keep abreast of his market. He was still calling on his manufacturer for cheap goods to supply his customers who wanted quality



## SOCONY KEROSENE OIL

The campaign now running in the newspapers of the East on Socony Kerosene adds a new member to the Socony family of advertised petroleum products.

This campaign, like the Socony Motor Gasoline campaign which preceded it, has been planned and produced by the H. K. McCann Company.

"We Have A Man Who Knows" is a booklet describing our organization and methods. It will be mailed to you on request.

**THE H. K. McCANN COMPANY**  
NEW YORK CLEVELAND TORONTO  
SAN FRANCISCO  
NEW YORK OFFICE AT 61 BROADWAY

products—who had the money to pay for quality—and were willing to pay in full for quality goods. But we also knew that the farmer was a shrewd buyer, and it was evident that if he was to be sold quality goods something had to be done to make him recognize quality when he sees it. That was the point where we believed the small-town merchant had fallen down. He had not appreciated his neighbor out on the farm; he had not discovered that the quality appeal rather than the price appeal was the one thing needed to get back and hold his farmer trade. Such were the conditions as we saw them—now

trade-marking the line, and going to the consumer with quality advertising. Our past mistake was too glaring to admit of argument on that score, but a discussion arose over a leader. We had several products that could be pushed. Which was the best?

"We decided this point by making three tests. I think what these tests were will prove interesting to other manufacturers called upon to pick a leader to feature in their advertising, so I will enumerate them: The first test we applied was to find some unfilled need—a gap in the line left by our competitors. Then we went over the items in our line that would

fill that gap and picked those products that offered distinctive features that would lend themselves to advertising without straining our imagination. And finally from those products having such features, we picked the one that we felt most sure would make good on whatever we might say in its favor—a product we could guarantee without qualification.

"In our particular case we picked a bed-spring which we had recently perfected out of our line, which included almost everything in the bed and bedding business, including brass beds, iron beds, mattresses, springs, pillows, etc. We picked it because it fitted the tests we had applied, and because its sagless qualities make it ideal to advertise. While this spring had never shown any remarkable vitality during the two years it had been on the market—it was one of a line of about twenty—we felt sure it would lend itself to a special drive, such as we planned making on it. In fact we became so enthusiastic over its possibilities that we decided to make it a national proposition.

"Having decided on the leader the next thing the conference took up was the all-important question: 'What shall we charge?' One of

**Way**  
**Sagless**  
**Spring**  
**\$8.00**  
FOR SALE BY  
**CROWLEY, MILNER CO.**  
DETROIT MICH.

DEALERS GLADLY STAND HALF THE POSTING COST—OVER  
300 TERRITORIES WERE POSTED LAST YEAR

how were we to set about adjusting our business and our line to meet those conditions?

"A meeting of our salesmen and officials was held to talk over the situation. It was decided that the way to meet conditions as they existed both in the market and in the factory, was to trade-mark our line of goods and make that trade-mark stand for quality rather than price. 'If we can give the merchant a product that his customers cannot buy from anyone else but him, and then through advertising make it known that these goods have qualities obtained in no other bedding, we can send the farmers to the small-town merchants whether the merchant does his part or not,' was the way we reasoned it out.

"So far so good. The whole conference was of one voice about

Topeka,

Chicago,

New York,

Kansas C

## DO YOU KNOW ABOUT NEBRASKA— AND NEBRASKA FARM JOURNAL?

As to Nebraska this is true, that she ranks as follows:

Farm Wealth.....	Fourth
Live Stock.....	Sixth
Beef Cattle Per Farm.....	First
Dairy Cattle Per Farm.....	Fourth
Hogs.....	Fourth
Hogs Per Farm.....	Second
All Cereals.....	Third
Corn.....	Fourth
Winter Wheat.....	Second
Alfalfa.....	Second

Of the first six states in agricultural wealth—Illinois, Iowa, Texas, Nebraska, Kansas and Missouri—Nebraska was first in 1914 and 1915 in value of all products per farm.

The total agricultural wealth of Nebraska is over two and one quarter billion dollars.

Yes, it's some state. In some respects it is the greatest agricultural state. And

## Nebraska Farm Journal

is subscribed to by nearly one half of this great state's prosperous farmers. It isn't the only farm paper in Nebraska. It isn't the oldest farm paper in Nebraska. On the contrary it's about the newest. But its selling power is the greatest, and that, we take it, is what you are most interested in. Its advertising rate per thousand of circulation is lowest.

### Over 100,000 Copies Twice a Month

Member { Audit Bureau of Circulations.  
Agricultural Publishers Association.

*Arthur Capper.* Publisher

Topeka, Kan., March 23, 1916.

MARCO MORROW, Director of Advertising.

Chicago, Mallery Bldg., J. C. Feeley

New York, Flatiron Bldg., W. T. Laing

Kansas City, Graphic Arts Bldg.,  
R. W. Mitchell

St. Louis, Chemical Bldg.,

C. H. Eldredge

Omaha, 1st National Bank Bldg.,

J. T. Dunlap

Oklahoma City, Colcord Bldg.,

M. L. Crowther

our oldest salesmen made a strong argument in favor of a low price to beat out a firm that had a somewhat similar product. Like most salesmen he thought price was everything, but we insisted that we were going to sell this spring and not give it away. 'Let's forget all about what the other fellow is charging,' we counselled, 'and fix a price that will represent what the spring is worth to the ultimate buyer. What would you be willing to pay for such a spring, if you were to walk into a store and ask the price of a box mattress, and then finding it beyond reach

made known its merits we can,' we said, 'because we are going to make the spring just as good as we can possibly make it for any money.' The meeting broke up with everybody convinced it couldn't be done, except a few of the officials.

"The first thing to do was to get together a selling organization. This was a small matter in the Northwest, because our own men made the territory regularly, but in other territories it was a more serious matter. Bed-springs are different from canned foods, they don't repeat, and when you sell a

dealer twenty or thirty he is done buying for about a year. The only solution was to put it on the market as a side line, and every manufacturer knows the difficulty of getting good side-line salesmen. How were we to get the best men?

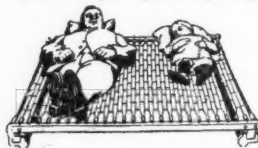
#### GETTING FIRST DISTRIBUTION

"When the average manufacturer sets out to get salesmen he usually advertises the fact and signs up everybody that looks promising, so long as their territories don't overlap. We went about it in a little different way. Before we started a single man out we advertised the spring to 22,000 dealers for six months. We got them all talking about it. We interested them in our one-price selling plan. We wrote them letters about our advertising, and played on their curiosity generally. Pretty soon the dealers began talking to the salesmen about it, and the first thing we knew the salesmen began talking to us about handling the line on the side. In this way we have secured some mighty fine salesmen.

"Now there is one thing about organizing a sales force that I might mention here because I think it will prove helpful to others, and that is, we have found

## REVELL & CO.

### The Way Sagless Spring



**W**E never saw anything just like the "Way" Sagless Spring. It has many of the good qualities of the most expensive box spring but sells at the price of an ordinary article.

It never doubles you up like a jackknife.  
It never sags or bags.  
It is unbreakable as well as unsagable.  
It will last a lifetime with ordinary care.  
There are no open links to come unhooked or tear the bedding.  
Conforms to the shape of the body, giving restful support at every point.

No risk—no worry—no expense—it's all comfort.  
Can be supplied for any size wood or metal bed.  
The very first time you go shopping, drop in and we will tell you more about it.

It is a most economical proposition, too.  
Does not roll occupants toward the center—  
—an adult and a child each remain undisturbed—not the slightest tendency to roll together.  
Perfectly sanitary.  
It is positively noiseless.  
Is luxuriously comfortable.

**Webush Ave. Alexander H. Revell & Co. Adams St.**

ONE RESULT OF A LIBERAL PROFIT TO DEALERS IS THAT  
THEY SPEND THEIR OWN MONEY IN NEWS-  
PAPER ADVERTISING

of your pocketbook decide to buy the very best spring made instead? Let's make the price high enough to allow the dealer a good margin of profit, more than he gets from any other spring; let's advertise the price so that everybody who walks into a furniture store will recognize the spring when he sees it, and know that \$8.00 is the price he would pay no matter where or how he bought it.

"Well, the salesman who had stood out for the low price almost fell off his chair. At once a storm of objections arose. 'You can't sell it at any such price' was the keynote of the discord. 'Possibly not at first, but after we have

**T**HE June Baby Number will be distinguished by the supervision of Mrs. Anna Steese Richardson, the authority on baby health, who will also contribute a leading article. Through this number it is possible for the advertiser to reach more than 600,000 Housewife readers, of whom 95% write "Mrs." before their names, with a notably effective editorial background and at a page rate still based on 500,000. Are you leaving this field to a competitor?

**THE HOUSEWIFE**  
**NEW YORK**



different types of salesmen are required to sell the small-town dealer and the bigger dealer. The man used to talking to city buyers will invariably talk way over the heads of the small-town merchant, and will in nine cases out of ten, half scare him to death by 'big talk.' For that reason it is a good plan in laying out sales territories to keep this fact in mind. I have often thought that a lot of manufacturers would do better if they took the small town away from regular salesmen, and gave them

found everything depends on working with the dealer after the salesman has left. Of course, our consumer advertising is planned to make the dealer feel kindly toward our line. On top of that we allow him a generous profit, and our one-price-to-all policy makes him especially anxious to push our spring. But we don't take anything for granted along that line, we never let a month go by after the dealer has stocked the goods, that we do not drop him a line making some sort of a suggestion

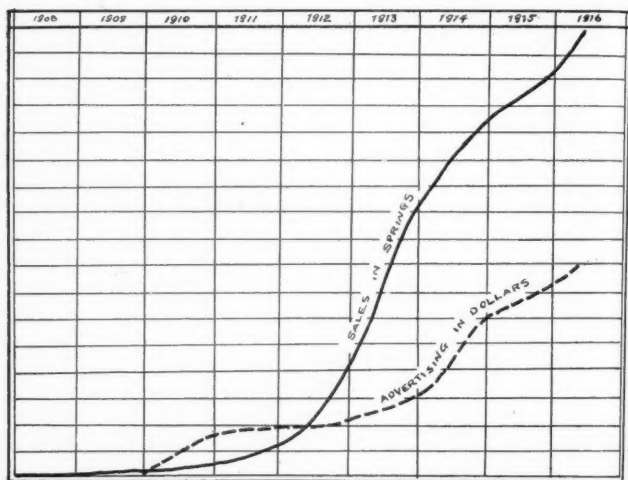


CHART SHOWING EFFECT OF THE COMPANY'S ADVERTISING ON SALES CURVE. NOTICE PARTICULARLY HOW SALES PICK UP AFTER TWO AND A HALF YEARS OF ADVERTISING

to salesmen in allied lines who could handle the proposition as a side line. These men know how to approach and sell the little fellow. This small-town market, supplying as it does the better class of neighboring farmers, is altogether too important to let slip through your fingers through faulty sales management. Why, I can name you dozens of our dealers in towns of three to five hundred population who sell more of our springs than dealers in cities of ten and fifteen thousand.

"But no matter whether the territory is made by a side-line or a specialty salesman, we have

for displaying the goods and selling more of them. We saturate him with Way Quality selling talk until he fairly oozes it.

#### APPLYING AN OLD IDEA

"This matter of working on the dealer is a pet hobby of mine, inherited possibly from my early experience in selling pianos. Years ago when clerking in a piano store I noticed that in most cases when a woman came into the store to buy a piano, the salesman would invariably take her over to the Ivers & Pond. Now there was no particular reason for his

(Continued on page 106)

## Compensating Salesmen on a Profit-Sharing Basis

A Method That Stimulates the Pushing of Profitable Merchandise—The Effect of the Plan on the Dealer—Errors in Prices Thus Automatically Corrected—A Recent Speech

By W. N. Eberhard

Treasurer, F. Hersh Hardware Company, Allentown, Pa.

THE subject of compensating salesmen on a profit-sharing basis has been much discussed and, no doubt, been given considerable thought. It must be clear to all of us that a man will give much better service when his compensation or return for such services is commensurate or runs parallel with what he produces or earns for his employer.

Similar results might be obtained by the straight commission plan, or a fixed salary based on a specified amount of sales and a commission on the sales beyond this designated amount. The objection arising out of such a plan might be recited in the fact that the salesman ignores profits and aims only at obtaining large sales. This on the other hand may be overcome to at least a certain degree by drawing what might be termed a "dead-line" on profits, and on sales where the profit does not reach this line the commission be cut or eliminated entirely. This, however, would involve considerable accounting, which seems to be the principal objection registered against the profit-sharing plan.

The profit-sharing plan gives the salesman the benefit of his share of the profits, be they large or small. I know of no better incentive for a salesman to push profitable merchandise, and this should be welcomed by merchants now more than at any other time, as we all know that profits are getting smaller from year to year. The time required to figure the cost on materials and keeping the records from month to month is

not nearly as laborious as is imagined by practically every dealer who has not given the plan a trial. In addition to this, the information a house acquires through the keeping of such cost records is invaluable. It places the dealer in the position of knowing just what each man is earning and in some cases corrects wrong impressions; viz., that the man who has the largest sales during a year does not necessarily make the most money for his employer. It also acts as an agent in detecting errors in pricing or figuring invoices.

The man traveling the local territory, returning home every night, travels for less money than the man who covers the territory farther away from home on the salary and expense method, and it appears only fair that the house should benefit in this way under the profit-sharing plan. The distribution ratio can easily be established by keeping an account of the cost on sales, arriving at the net profit for each month's business, and this applied against the salary and expenses of a traveling man for a period of six months or a year on the salary and expense basis, will give you the exact percentage of profit as well as the per cent cost to travel him, and in this way arrive at the ratio of profit to be distributed as compensation between the dealer and traveling man.

Compensating salesmen on a profit-sharing basis beyond the question of a doubt makes for better business. It will make traveling salesmen out of mere traveling men; it will do away with unnecessary price-cutting; and it will induce men to sell goods for a better profit, and I think we all agree that this is what each merchant is striving for.

Clarence O. Sacks has resigned as advertising manager of Gray & Davis, Inc., Boston, Mass., after three years' service, and is now sales manager of the Bates Advertising Company, of New York. He is succeeded by E. W. Wackwitz, who has been his assistant. Mr. Sacks will handle the Gray & Davis advertising. He was formerly president of the Rowland Advertising Agency, of New York.

# A RECORD ISSUE

The Saturday Evening Post of April 1, appearing today, has 104 pages and cover.

This is the largest issue in its history.

It contains 240 columns of advertising.

This is the greatest volume of advertising ever carried in a single number.



This is not a special issue.

The number of pages, and the number of columns of advertising it carries, do not represent a special effort.

The issues of the four preceding

weeks, and of the next three weeks, are evidence of that. Each of these far exceeds its corresponding issue in 1915.

The high record of these weeks is simply a cumulative result of the judgment and experience of leading national advertisers over a period of many years.



We believe that the steady increase in the volume of advertising in The Saturday Evening Post is due to three basic causes:

1. An ever-widening belief in advertising.
2. An ever-growing reliance in The Saturday Evening Post as a vehicle for advertising.
3. A healthy confidence throughout American business.

THE CURTIS PUBLISHING COMPANY  
INDEPENDENCE SQUARE, PHILADELPHIA

# Today's Brass Tacks Talks

Most of the consumers in the United States live in medium and small size towns. With this great market in view, an extensive advertising campaign has been conducted on Arbuckles' Coffee in the leading small town women's magazines.

Today's, with 800,000 housewives as subscribers, is one of the important factors in this advertising.

*Frank W. Nye*

**ARBUCKLES'**

# Each Advertiser Has His Own Special "Groove"

How the Sims Cereal Co. Found It in Introducing Its New Product

By Mac Martin

IN developing business the advertising agent usually meets with three classes of people: those who understand advertising, its possibilities, and its limitations; those who may have tried advertising for a short time and are convinced that it will be of no value in relation to their particular business; and those who have never tried advertising themselves, but having heard of the great successes others have attained, believe that almost anything can be accomplished if a concern will only spend enough money in advertising.

The latter class is the most dangerous, and I am inclined to believe that it is on the increase.

In nearly every city there are a number of successful advertisers, and in that same city are usually found concerns in a similar line of business convinced that if they only had a sufficient amount of capital they could duplicate the successes of their much-envied competitors.

In Ohio we find many soap manufacturers who will tell you that the success of the Procter & Gamble Company is entirely attributable to advertising. In Minnesota we find many millers who are trying to imitate Gold Medal, Pillsbury's Best, and Occident Flour.

But the greatest stumbling block of all is the Breakfast Food. Those launching a breakfast-food business seem never to have heard of the pioneer days of Cream of Wheat, when the advertising agency carried the account from month to month with fear and trembling. They have heard that Colonel Mapes has said that he never had but one salesman, and that that salesman only lasted a few months. They are sure that if they can find the right advertising agency, the right product, and a sufficient amount of capital, they

can follow in the clearly marked footprints of Cream of Wheat, and that because these footprints are so clearly marked there is no possible danger for their feet to slip.

A few years ago a number of capitalists in a city not a thousand miles from Minneapolis discovered a certain new breakfast food, and are said to have appropriated in the neighborhood of \$200,000 for an initial sales and advertising campaign. The advertising agent handling the account went to Chicago himself and obtained what is said to have been one of the most complete distributions ever obtained by a food product in the city of Chicago in so short a length of time. The copy was considered good. The sales organization got distribution. But the product is not on the market to-day, and the company has liquidated. When asked the reason for the failure it was learned that the product was not a repeater.

But even when a product is a repeater the breakfast-food business to-day is not what it was in the old days, and the methods formerly employed to introduce a breakfast food have not been found successful in these days.

AT FIRST, LEANED TOO HEAVILY ON  
ADVERTISING

In July, 1912, a new breakfast food, called Sims Breakfast Food, was introduced in the city of Minneapolis. The product was new. It consisted of a wheat base flavored with granulated extract of malt. It had a flavor which seemed to please people, and a number of tests showed that it was a steady repeater.

The officers of the company believed in advertising—perhaps they believed too thoroughly in advertising. At any rate, they commenced to advertise when they

had only one salesman. After attempting to introduce the product through jobbers handling the salesmen from the home office, the sales plan was changed and the product was left in the hands of the brokers, the company furnishing salesmen to call on the trade selling through jobbers under the direction of the brokers. This plan secured a scattering distribution.

propriation was increased 260 per cent. Salesmen were employed to call on the retail trade the year around, and sales were made through jobbers. Despite the increase in sales and advertising effort, the average daily sales showed an increase of only 25 per cent. During this year sampling was introduced in a number of cities, but it was found that while the sampling greatly increased the sales, while the sampling drive was in progress, as soon as sampling was discontinued the sales fell back to the same level attained through the advertising before the sampling.

#### INTENSIVE CAMPAIGN WINS

In the fall of 1915 an entirely new sales plan and method of advertising were undertaken. Instead of distributing the product in the larger cities of the country and attempting to obtain national distribution in the shortest possible time, the territory was restricted to four States. Every grocer in these four States was called upon. The company sold its product in these States through jobbers only. The salesmen came into the home office every two weeks and had a conference with the sales manager and the advertising agent.

The advertising was confined to local newspapers and leading farm journals in each one of these States. Each salesman carried a leather-bound, loose-leaf portfolio of the advertising. The salesmen were instructed on arriving in a town first to call upon the advertising department of the newspaper in that town which had received a contract. The newspaper



### Just Taste It Yourself

**RIGHT** at the beginning please remember that Sims does not taste like any breakfast food you ever had before. It has a new flavor all its own. It is a rich satisfying flavor.

Sims Breakfast Food is made from the creamy hearts of best selected Northern wheat to which has been added roasted barley malt.

Sims will go farther than any other breakfast food. It is made of the two richest cereals—wheat and barley.

But the principal thing is the new flavor which gives each dish you make a rich new taste that satisfies.

You have often seen Sims advertised, but have you tasted it yourself? Why not ask your grocer to send you a package today?

Sims may be prepared in many new delicious ways. Just try any one of these:

#### RECIPES

##### SIMS FOR BREAKFAST

To 1 cup of boiling water add 1 cup of Sims and reboil until stirred in slowly. Boil 10 to 20 minutes, preferably in double boiler. Serve hot with sugar and cream.

##### SIMS NUT BREAD

Mix thoroughly 1 cup of Sims, 1 cup of white flour with 1 teaspoon baking powder, 1/2 teaspoon salt, 1/2 cup of sugar and 1/2 cup butter or oil and 2 eggs. Beat on egg and to it add 1/2 cup of milk. Add milk and egg to dry mixture, then beat to 1/2 teaspoon

of melted butter. Beat well and pour into a buttered bread tin, allow to stand 10 or 15 minutes and bake until done (40 or 50 minutes) in a moderate oven.

##### SIMS CRUTCHER CAKES

Use 1/2 cup of Sims, 2 teaspoons baking powder, 1/2 teaspoon salt, 1 tablespoon sugar, 1 cup of milk, 1 egg, 1 tablespoon melted butter, or 1 of rich cream. Mix time, baking powder, salt and sugar together, add milk, gradually, until batter is smooth. Add well-beaten egg and melted butter or cream. Cook on any griddle cake, serve immediately.

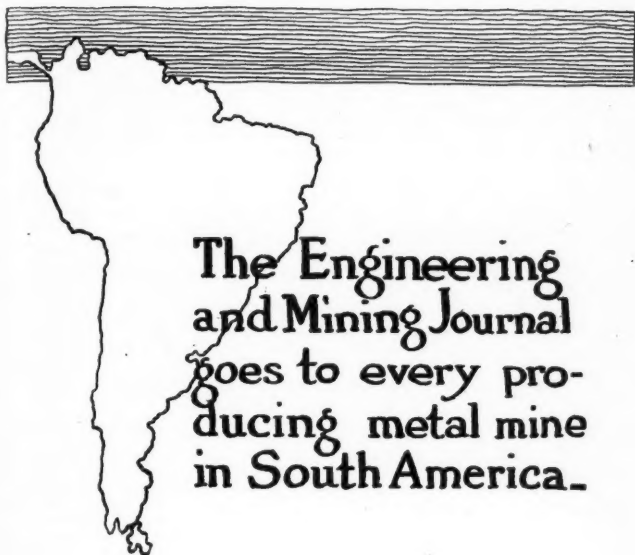
SIMS CEREAL COMPANY, Minneapolis, Minn., U. S. A.

#### THE STYLE OF THE ADVERTISING

Only one of the seven brokers obtained results which, in the mind of the company, seemed in any way satisfactory. One outdoor medium was used, but very small displays were made.

During the next year another outdoor medium was used, and the displays were increased to the maximum. The advertising ap-





When Duncan N. Hood travelled throughout South America during the past year and a half, in the interests of the Hill Engineering Weeklies, he found that there was one Hill paper which needed no introduction there. At practically every producing metal mine he visited, he found The Engineering and Mining Journal already a regular and valued visitor. This is the paper that the manager of a German copper mine, according to a writer in the N. Y. Evening Post, called the "Mine Manager's Bible." The Engineering and Mining Journal is really an international mining journal.

*The Engineering and Mining Journal* is one of the five Hill Engineering Weeklies published at 10th Avenue and 36th Street. The others are *Engineering News*, *American Machinist*, *Power* and *Coal Age*. All members of the A. B. C.

was asked for co-operation. Practically all of the newspapers sent special letters to the grocers, enclosing proofs of the advertising and suggesting window-trims and other sales efforts.

A definite amount of distribution was expected from this plan, but the company was surprised to find that the distribution actually obtained was 10 per cent higher than had been considered possible. Instead of increasing the advertising appropriation during this year, a greater amount of money was put into salesmen, and the actual amount of money spent for advertising was reduced 40 per cent.

Instead of traveling the salesmen the year around, the sales efforts were concentrated upon the beginning of the season. More salesmen were used, but they were not kept in the field so long. Despite this fact, it was found that the repeat-orders more than doubled anticipations, and instead of orders ceasing after the salesmen were taken off, the season was found to have extended over a greater period than when the salesmen were calling regularly on the trade. In other words, it seems that after the salesmen had made the drive the advertising and the demand created were sufficiently strong to carry the product through the season and over into the next season on the momentum created. While the advertising appropriation was decreased 40 per cent, the distribution was increased 100 per cent. And it is interesting to note that the sales showed an increase of exactly the same percentage.

It would seem from this experience that the average American uses about the same amount of breakfast food from year to year, and that the average distributor sells about the same amount. The day of one breakfast food in a home has gone. A recent test among city families, of incomes not exceeding \$2,400, shows that these families use not less than three and no more than five breakfast foods regularly.

The breakfast-food business of to-day is a matter of strong competition in taste and fancy. Ad-

vertising is necessary, but with a new product advertising alone, without a definite sales-policy and strong sales effort, is bound to prove a failure. Some of the company's friends have been kind enough to say, in regard to the copy used by the Sims Cereal Company, "The advertising copy fairly makes me hungry." But if the advertising campaign had been built on hunger-producing copy alone, he might never have had an opportunity to eat the product. It was the persistent and enthusiastic sales effort, assisted by the remarkable co-operation of the newspapers, which enabled the Sims Cereal Company to double its sales on a decrease of 40 per cent in the advertising appropriation.

### C. L. Allen at Advertising Club

C. Louis Allen, recently elected president of the Pyrene Manufacturing Company, told the Advertising Club of New York, at its luncheon on March 23, that the present graphic style of advertising copy had been suggested by its salesmen. The company had at first been running advertising descriptive of the goods, but had found last year that the salesmen were selling the extingisher on sentiment, and it had switched to sentimental copy, with satisfactory results.

Without professing to be an advertising man, he believed very little, he said, in general publicity or good-will advertising. The best advertising, he thought, was that which sold the goods there and then. The goods, once sold, would, if meritorious, provide the good will.

He pointed out that in the drive for automobile business which the company is now making it was featuring a special trade-mark, namely, a burning automobile. This trade-mark would be reproduced more than 300,000,000 times in the course of the season.

The Pyrene business, he said, had increased 123 per cent during the past year.

T. F. Flanagan, assistant sales manager of the Pyrene Company, showed some stereopticon pictures of Pyrene advertising and described them.

### Philip C. Sayles With Grain Dealers' Association

Philip C. Sayles, who has been a member of the advertising staff of the Toledo Blade for the past two years, has become associated with the Grain Dealers' National Association, also of Toledo, taking charge of the advertising in the publication "Who Is Who in the Grain Trade."

# 3 Years' Figures With A Meaning

Collier's figures on Automobile, Tire and Accessory advertising for January, February and March of the past three years are:

*1st Quarter 1914*

**58 Advertisers**

**64,416 Lines - - - - - \$157,560**

*1st Quarter 1915*

**60 Advertisers**

**74,541 Lines - - - - - \$225,303**

*1st Quarter 1916*

**87 Advertisers**

**98,291 Lines - \$296,758**

**Collier's** <sup>5¢ a copy</sup>  
**THE NATIONAL WEEKLY**

A tire manufacturer received 258 inquiries, extending over 6 months, from a \$147.00 ad in Collier's.

"THE AMERICAN," an unusual story from the April 1st Collier's, is being reprinted in booklet form. Copy free on request.

## Silk Makers' Complaint Before Federal Trade Commission

THE first formal "complaints," charging unfair competition, that have been filed by the Federal Trade Commission have drawn answers from two of the three manufacturers charged with violation of the Act of Congress approved September 26, 1914, whereas a third manufacturer has been granted an extension of time in which to reply. The object sought by the new governmental body in this, the first instance of the exercise of its full powers, is a reform in the prevailing methods of advertising and labeling sewing silk, so called, and other kindred products.

Action was instigated by the Silk Association of America, an organization of 300 manufacturers, and in a petition just filed at Washington asking leave to intervene in the pending cases, the officials of the Silk Association assert that the producers who are thus banded together have aggregate sales of \$200,000,000 per year and "are deeply interested in the outcome of the proceedings and in protecting the word 'silk' from any confusion which arises from fraudulent or misleading advertisements or trade names."

Circle Cilk Company in its answer just filed at Washington denies that "Circle Cilk Embroidery Floss" is being used on cotton thread with an intent to confuse and mislead the public. It asserts its right to derive its brand name from its trade name or corporate name, thus raising one of the interesting issues at stake in this proceeding.

Another important issue, new to such controversies, is raised in the answer filed by Goldin Brothers. The defense of this firm is that there is no justification for a charge of misbranding because the goods complained of are being sold to jobbers at prices "which could not possibly compete with the prices for the sale of merchandise consisting of silks." Yet another

manufacturer, the Henry Myer Thread Manufacturing Company, has asked to be permitted to "intervene" in this three-sided controversy because the firm was included with the trio of concerns under investigation in the original petition to enjoin misbranding filed with the Trade Commission by the Silk Association of America.

To dispose of this whole dispute over silk advertising and labeling, the Federal Trade Commission will conduct a hearing on April 5.

## Philadelphia "Record" Appoints Representatives

The Philadelphia *Record* has appointed Hasbrook, Story & Brooks, Inc., as foreign advertising representatives in the Eastern as well as the Western field.

J. F. Finley, former advertising manager and for a number of years direct Eastern representative of the *Record*, has become a member of Hasbrook, Story & Brooks, Inc.

C. P. Hasbrook goes to the Richmond, Va., *Times-Dispatch* as business manager. He has had a personal interest in this paper for some time.

## Barnhill and Henning Join Forces

Charles S. Henning, for nine years advertising manager of *Farm and Fireside*, has become associated with W. Roy Barnhill, farm paper representative in New York.

These papers have been added to the Barnhill list: *Better Farming*, *Household Guest*, *Fruit Belt*, Grand Rapids, Mich.; *Pennsylvania Grange News*, Chambersburg, Pa., and the Association of Agricultural Magazines.

## C. L. Dixon With Redfield Agency

C. L. Dixon has left the Van Cleave Company to become second vice-president of the Redfield Advertising Agency, both of New York.

The Redfield Agency has secured the accounts of the Sears-Cross Company, manufacturers of automobile accessories, and Morton W. Smith & Co., Inc., New York agents for Federal motor trucks.

## Dunlap-Ward Opens New York Office

The Dunlap-Ward Advertising Company, of Chicago and Detroit, has opened an Eastern office in New York, with Carlisle N. Greig, vice-president of the company, in charge.

***The newspaper which is able to command the complete confidence and intense friendship of its readers is the strongest advertising medium.***

The NEW YORK AMERICAN, all through its career, has been very fortunate in commanding the intense loyalty of its readers.

Everybody in New York knows the AMERICAN, whether they read it or not. They know it is not a newspaper "trimmer"—all things to all men. It has definite, positive views on all subjects and does not hesitate to express them. Its convictions are sincere—its independence unquestioned. It owns itself. It panders to no interests. Its one big purpose is to serve the public interest to the best of its ability.

Such a newspaper is like a strong individual—it attracts a following which believes in it and which will fight for it. There is no half way feeling about the liking or disliking of the NEW YORK AMERICAN—a fact which makes it powerful.

The advertisers who use its columns are accepted by its readers as their friends—hence its advertisers get wonderful results.

The readers number more than a million daily and two and a quarter million on Sunday—and they believe in supporting NEW YORK AMERICAN advertisers because they advertise in THEIR newspaper.

**New York American**  
THE AMERICAN PAPER FOR THE AMERICAN PEOPLE

DAILY AND SUNDAY

Member Audit Bureau of Circulations



The last and final chance for you to buy space in The Farm Journal at \$4.50 a line, and over a million circulation, is in the May issue, closing April 5th.

# How the United States Rubber Co. Is Tying Its Thousand Products Together

The New Plan That Links the Good Will of a Rubber Boot with That of a Hot-water Bottle, So that Both Together Will Help Sell an Automobile Tire

ONE of the most interesting advertising developments in many months is the recently announced plan of the United States Rubber Company to adopt a blanket trade-mark to be used on its products and those of its many subsidiary concerns.

The mark itself resembles a ribbon and is composed of three stripes of equal width, the one in the center being white and the other two blue. The seal of the United States Rubber Company or the trade-mark of the particular product being advertised or sold will be superimposed on the ribbon. The size of this new trade-mark will vary according to where it is being used. In so far as it is possible, the mark will appear on the goods themselves. It will also be placed on the packages and, furthermore, it will be used in some way in all advertising. Where it can be done, the colors of the ribbon will be vulcanized into the product. In other cases the trade-mark will be pasted on the article. Where it can be neither vulcanized in nor pasted on, as, for instance, rubberbands, the mark will appear only on the package.

The United States Rubber Company has allied with it about fifty subsidiary concerns, each manufacturing its own products and each possessing a variety of well-

established trade-marks. These different subsidiaries make over a thousand separate articles, which are sold in every class of store and to every imaginable kind of business. The organization is so ramified that it tasks the imagination to try to comprehend it in all its details.

The adoption of the blanket trade-mark is the first real effort



A FEW OF THE COMPANY'S MANY TRADE-MARKS

that the United States Rubber Company has made to capitalize the good will of its subsidiaries and make of it a great selling force for the benefit of the whole organization. Nothing has been done to show that these hundreds of different rubber products were members of the same family. A man may have been buying a rubber heel with which he was well satisfied. His wife may have been using a certain kind of bathing-cap that she liked very well. Perhaps both of them were familiar



with the name and trade-mark of the article they were using, but neither of them ever dreamed that these two things, so widely separated in their uses, were made by the same organization.

Here was a family that was thoroughly sold on two products of the United States Rubber Company. This family used other rubber goods, and yet nothing had been done to link up the prestige of the two satisfaction-giving articles that had succeeded in getting into the home, with the multiplicity of other things in the



#### The Grip in the Knobs

The Knobs on the 'Nobby' Tread "bite" the road-surface like a file on metal.

The traction is so intense that it is next to impossible for the tread to slip or skid.

It is the angle, thickness, toughness, resiliency of the knobs that make 'Nobby' Treads the surest of anti-skids—the Aristocrats of the Road.

While 'Nobby' Tread tires have increased abnormally, adjustments (on the basis of five thousand miles) have gone down to an almost unnoticeably small fraction of the total sales.

#### United States Tire Company

'Nobby' 'Class' 'User' 'Road Craft' 'Plan'

UNIVERSAL GRADE TREAD



THE "SUPER-TRADE-MARK" AS EMPLOYED  
IN A PIECE OF CURRENT COPY

rubber line, many of which the family may be needing at some time or another. Good will was going to waste. Each product and each subsidiary was fighting for its own existence and was not being helped by the reputation which other products of the organization enjoyed. The new "super-trade-mark" will act as a sort of big brother, keeping the large family together, making the strong help the weak and encouraging each member to assist in supporting the whole family.

The plans of the United States Rubber Company regarding its new trade-mark are necessarily only in the formative stage as yet. The outline of the general plan

has been decided upon and is being executed as rapidly as possible, but, of course, there is an infinite mass of details to be attended to, and the plan may have to be changed somewhat as to particulars as the work progresses. It took Armour & Company over eight years to unify its labels with the oval-label trade-mark, and the task that faces the rubber company is no less far-reaching, although of a decidedly different nature. It is not the intention of the rubber company to submerge the identity of its subsidiaries or to discontinue the trade-marks which they have been so long in building up. The new plan merely proposes to tie up the good will of a rubber boot with the good will of a hot-water bottle and then have the cumulative result help to sell an automobile tire.

The recent G. & J. and Hartford Tire advertisements, run over the names of United States Rubber Company subsidiaries, show that well-known old trade-marks have not been abandoned.

#### AVOIDS POSSIBLE ERRORS

A super-trade-mark has been the dream of many advertisers, but only a few have succeeded in adopting it. The weakness of the plan was its tendency to destroy individual trade-marks and trade-names with all their good will, which was built up so laboriously and at such expense. The head of each subsidiary and each department manager is naturally anxious to retain the individuality of his own business and to keep his trade-marks from being merged in the whole, and yet he is not averse to sharing his good will with the other branches of the organization as long as he can participate in their good will. In this way the United States Rubber Company is trying to avoid the errors which have been made by other firms in adopting a blanket trade-mark.

This trade-mark innovation is probably the result of the recent formation of the United States Rubber Company's central advertising department. It is the plan

of the company to co-ordinate all the various activities of the dozens of advertising departments of its subsidiaries. Here, again, the individuality of the departments will not be lost. The central office will act as clearing-house of plans, ideas and methods. It will prevent waste, stop unnecessary duplication of effort and see that each individual department not only advertises its own products, but also that, by conforming to the standards of the United States Rubber Company, it advertises the organization as a whole.

### New Jersey "Unfair Competition" Law Amended

The law which was passed in New Jersey, in 1913, prohibiting the use of manufacturers' names, or the depreciation of manufacturers' prices "*for the purpose of attracting trade for other goods,*" has been amended by striking out the words italicized above. The original law was passed at the request of the Advertising Men's League of New York, and was tested in the case of *Ingersoll vs. Goldstein*, in the New Jersey Court of Chancery. The court decided that the law was in derogation

of the common law, and must be strictly construed. A notice in an *Ingersoll* watch forbidding its sale at less than one dollar, but not in terms prohibiting the practice denounced by the statute, was insufficient. The amended form of the law, which was approved by Governor Fielder on March 16, reads as follows:

"It shall be unlawful for any merchant, firm or corporation to appropriate for his or their own use a name, brand, trade-mark, reputation or good will of any maker in whose product said merchant, firm or corporation deals, or to discriminate against the same by depreciating the value of such products in the public mind, or by misrepresentation as to value or quality, or by price inducement, or by unfair discrimination between buyers, or in any other manner whatsoever, except in cases where said goods do not carry any notice prohibiting such practice, and excepting in case of a receiver's sale, or a sale by a concern going out of business."

### Publisher Expedites Second-Class Mail to Canada

An American publisher has found an effective remedy for delays in the distribution of packages of copies addressed to Canadian post offices, through the use of a large stamp, imprinting on each bundle the words, "This is second-class mail matter, and is not dutiable."

## The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

## Co-operative Community Advertising Pays in Florida

Campaign in the North Gets Traceable Results and Will Be Continued Next Season—Also, Farmers Will Be Approached from a Different Angle to Get Them as Settlers

**O**VER half a million dollars' worth of tourist business resulted from the \$15,000 investment of the "Florida First" Commission in Northern newspapers and a few magazines in December and January, according to George A. McClellan, the chairman.

In the town of Orlando, where an especially close tab was kept, of the 731 tourists who registered at the convention bureau, 262 claimed that they went to Florida because of the advertising. Reports from all the twenty-two communities participating in the campaign indicate that the advertising increased the number of tourists fully one-third above the best previous season, and that the number of permanent settlers also increased.

Encouraged by these results the commission is planning to launch a more extensive campaign next season. The advertising will be run in two series. The first of these will be practically a farm-paper campaign, intended to attract experienced farmers as permanent settlers. The commission believes that Florida has suffered from too much bad advertising. In part its purpose is to counteract the influence of the harmful advertising which the State has received, and in part to present the advantages of Florida to the settler from an entirely new standpoint. Instead of advertising to the city man to buy ten acres and live in opulence the rest of his life, the commission is going to make its appeal to actual farmers.

Heretofore Florida land advertising has not greatly interested country folks. It talked about raising certain fruits and vegetables about which the Northern and Western farmer knew nothing.

It emphasized the ten-acre tract as the ideal size, which did not appeal to the experienced farmer because he has been accustomed to cultivate from eighty to several hundred acres.

The first advertisement in this series will appear in July. It will feature the summer climate of Florida, and make interesting comparisons with Northern temperature. This farm campaign will continue until November. The commission is of the opinion that in the past Florida land has been advertised at the wrong time of the year to have interested the farmer, who, if he is thinking of making a change, generally formulates his plans in the late summer or early fall.

The second series of the campaign will be for the purpose of attracting tourists, winter residents and investors. It will be along nearly the same lines as during the past season.

The commission plans on spending between \$30,000 and \$50,000, and if the promised railroad co-operation is received, the appropriation may be swelled to \$75,000.

Last season twenty-two communities participated in the campaign. This number will be greatly increased for the coming season. The same method of raising the funds will be followed—that is, each community will give ten cents per capita, based on the 1910 census, for each of the campaigns in which it wishes to participate. No community will have its name appear in the advertising unless it contributes a minimum of \$250.

Many sections of the State are not equipped to entertain the tourist, but are desirous of securing settlers on the land. Other sections are more anxious for tourists and winter residents than they are for farmers. Still other communities offer inducements both to the tourist and the settler. Therefore, it has been arranged so that a community can take part in either one or both of the campaigns, by paying ten cents per capita or a minimum of \$250 for each of the series of advertisements to which it wishes to subscribe its name.

# SOCIEDAD GENERAL DE REPRESENTACIONES

CABLE ADDRESS: REP  
TELEPHONE: 4421

MADRID, (SPAIN)

BARCELONA-ZARAGOZA-VALENCIA-SEVILLA

NEW YORK OFFICE  
30 CHURCH STREET

LUIS DE RAMON Y SAMBOA  
HUSBAND  
HENRY S. MOOS, M. E.  
GENERAL MANAGER  
OWEN W. GROVER  
MANAGER, NEW YORK OFFICE

## CONTRACTORS TO

SPANISH WAR AND NAVY OFFICES  
MINISTRY OF PUBLIC WORKS  
RAILROAD & TRAMWAY COMPANIES

## DEPARTMENT A

MODERN AMERICAN MACHINERY  
WOOD & METAL WORKING

NEW YORK, N. Y. March 9, 1916.

Engineering News,  
New York City.

Gentlemen:

We have the pleasure to inform you that since the establishment of this office about a year ago we have frequently had occasion to refer to your publication and have always been able to obtain from your advertisers what we required.

We have bought a considerable quantity of machinery for the Spanish Government Public Works and many contracting concerns in Spain.

We have BOUGHT from the Marsh Capron Mfg. Co.; Buffalo Steam Roller Co.; Goulds Mfg. Co.; A. Lewchen & Sons Rope Co.; Watson-Stillman Co.; Keystone Driller Co.; etc. etc.

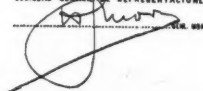
We are in communication with many concerns for whom we expect to have orders from Spain in the very near future and we got in touch with these manufacturers through your ENGINEERING NEWS.

ENGINEERING NEWS fulfils its purpose--it brings the customer to the manufacturer.

Yours very truly,

SOCIEDAD GENERAL DE REPRESENTACIONES

HDM:VM  
3



← They buy.

← They have bought.

← They have bought.

← They will buy.

They buy engineering contracting machinery through Engineering News. That is the one best reason for advertising such machinery in

# Engineering News

10th Avenue at 36th Street, New York

## *The Paper Situation*

For several years we have repeatedly pointed out in our advertising the advantages of buying your paper requirements through a dependable, well-informed house, able at all times to give you trustworthy information about paper.

The value of this suggestion is now being demonstrated. With the paper market in its present unsettled condition, the advertiser or printer who has established dependable paper connections has good reason to congratulate himself.

For our part we have been able to take care of our customers unusually well, considering the difficulty of securing many necessary raw materials. Our vast manufacturing facilities, our nation-wide staff of paper experts and above all our intimate knowledge of the sources of supply, has once more stood Birmingham & Seaman customers in good stead.

### **BERMINGHAM & SEAMAN COMPANY**

*Radium Folding Enamel—Samson Offset—  
Opacity—Crystal Enamel—Advance Bond—Elite  
Enamel—Bulking Eggshell—and other papers.*

**Chicago :: New York**

St. Louis

Minneapolis

Milwaukee

Buffalo

Detroit

# Raising Prices Without Losing Good Will

Two Instances That May Be Suggestive at This Time of Rising Costs

By John Allen Murphy

AS everyone knows, the price of nearly all commodities is drifting upward, because of conditions brought about by the European war. In many lines manufacturers are obliged to raise their price every few weeks. While these advances are necessary and legitimate, the situation should not be used as a club to force the dealer to buy beyond his reasonable requirements. This statement is made because there seems to be a tendency at present among some manufacturers to load up the retailer on the pretext of a possible advance in prices.

Where it can be done, it is sound policy to protect the trade on an advancing market or at least to give it an opportunity to buy limited quantities before putting the increased prices into effect. But it is questionable policy to scare the retailer into ordering by threatening him with advanced prices, even though there is every reason to believe that the quotations will go up. Inducing a dealer to buy more goods than he can turn in a short time, is encouraging him to speculate, and speculation is not good merchandising. Even though prices may advance, a good merchant will not buy more than he needs. He makes his money on the turn-over and not by anticipating markets. Profits disappear magically in surplus stocks. Interest and depreciation soon eat the velvet off merchandise that has to be held in the warehouse, even though it were bought cheap.

Of course, as a whole, the prices of advertised commodities have not been increased. By steadfastly refusing to advance the price of their goods and by maintaining the quality and not reducing the size of the package, many advertisers have immeasurably increased their good will and have

given themselves an abundance of new talking points. Retailers have thus been given an additional reason for favoring the advertised product. The stand which many advertising manufacturers are taking on this subject is well illustrated in the following letter, recently sent to the trade by James L. Hamilton, president of the Alabastine Company:

## WHAT ABOUT ALABASTINE PRICES?

The standardized advertised prices and discounts on "Alabastine" have been so fixed in the minds of the public, that to disturb them would be a most radical change in our policy.

Frankly speaking, we have a sentimental reason for not wishing to do so since we have maintained these prices for a good many years, and while everybody knows the great additional cost expense that we are having to absorb because of war-time price increases we shall work mighty close to the line of "No Profits" temporarily, rather than change prices to our dealers and the public at large.

We are not in business for the possible gain of to-day, but want to build for the future, and for the good will and patronage of those dealers whom we are so fortunate as to have with us.

We can promise nothing definitely about the maintenance of present prices, however, except to say that a raise in price or a curtailment of production will be only made when it is absolutely imperative.

The trade has been wise in stocking early, as they have done this year, since a good complete stock of "Alabastine" is a dependable asset. The increased and increasing prices of wall paint in contrast to the fixed prices of "Alabastine" is presenting a wonderful opportunity for larger "Alabastine" sales. A painted surface makes an excellent surface on which to apply "Alabastine."

Our wonderfully attractive advertising in such publications as the *Ladies Home Journal*, *Delinicator*, *Designer*, *Woman's Magazine*, *Ladies' World*, *Today's*, *Good Housekeeping*, *McCall's*, *Literary Digest*, *Hardware Dealers' Magazine*, *National Hardware Bulletin*, *American Paint and Oil Dealer*, etc., is going to make this a great "Alabastine" year. Let us help you. Send us the names of prospective builders and users, and see how we can increase your business by direct letters to them for you and for "Alabastine." Keep your goods and advertising matter well displayed—

not only sell "Alabastine," but talk and push "Alabastine," and we will help you secure some *unusual results*.

ALABASTINE COMPANY.

A retail merchant told the writer that recently in one mail he received notices of price advances from eighteen different manufacturers. All of them were just formal, lifeless, perfunctory announcements saying, "We beg to say that owing to the increased cost of raw material, we are obliged to raise our prices as follows," etc. Imagine how a letter such as the one from the Alabastine Company would stand out in that retailer's mail. Of course, merchants, in general, understand the situation and know that they have to pay more for certain commodities, but they are beginning to be a wee bit suspicious that not all of the advances are fully justified. To allay this suspicious manufacturers, when announcing an increase in price, should tell in detail why the raise is necessary. Wm. Demuth & Co., the pipe manufacturers, did this by showing the retailer that a price advance was necessary to maintain the customary legitimate profit to dealer, jobber and manufacturer. Give the merchant all the facts and then he can figure out for himself what the maker of the article is up against. In a recent letter to the trade a well-known paper company dealt with this matter in an intelligent way, as can be seen from their letter:

In order that you may become more familiar with the cause of our recent advances, we call your attention to the following schedule of present prices for materials which we use and the prices during the year 1914:

By a little mental calculation you will be able to figure out why many other

Paper Mills as well as our own are advancing all grades.

We believe this information should be given to your customers and the facts placed before them that they may realize how serious is the present condition.

If you desire additional copies for distribution—please ask us.

By doing a little multiplying, the person who gets that letter will see the item of "bleach" alone is costing this paper company \$165,000 extra. Immediately the reader is in sympathy with the writers of the letter and accept the price advances with all the good grace possible.

The two instances show that there is a right way to deal with every critical situation.

### Representatives' Club Prepares for Convention Trip

The Representatives' Club, New York, at its March meeting last week, appointed an "On-to-Philadelphia" committee, with Nigel Cholmeley-Jones, *McClure's Magazine*, as chairman.

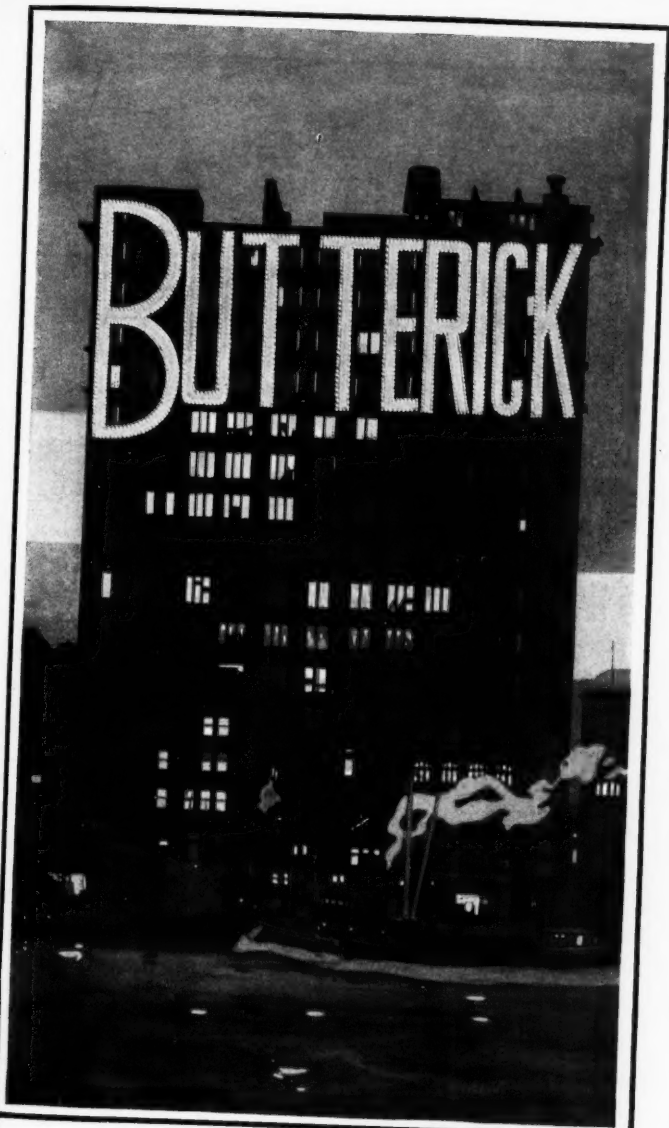
The meeting was addressed by Owen R. Lovejoy, general secretary of the National Child Labor Committee, and C. Henry Hathaway, advertising manager of *Good Housekeeping Magazine*, and president of the Quoin Club, the National Periodical Association. Mr. Hathaway emphasized the opportunities and the necessity for representatives to be well grounded in the fundamental principles of magazine advertising. From typical experiences of various publishers' representatives, he showed that too often men talked of the merits of their individual publications, when the vital question of presenting the case of all periodicals is sometimes lost in the discussion.

### Lesan Has Standard Oil Cloth Account

The advertising account of the Standard Oil Cloth Company, New York, has been secured by the H. E. Lesan Advertising Agency.

	1914	1916	We Use Annually
Alum .....	\$.01 lb.	\$.04 lb.	30 carloads
Bleach .....	.01½ lb.	.07 lb.	1500 tons
Aniline .....	.40 lb.	20.00 lb.	Many tons
Casein .....	.06½ lb.	.23 lb.	2000 tons
Satin White, dry.....	.05 lb.	.09 lb.	2000 tons
Soda Ash .....	.65 cwt.	1.03 cwt.	10 cars
Bleached Sulphite .....	2.65 cwt.	4.00 cwt.	25,000 tons
Thirds and Blues.....	1.35 cwt.	2.35 cwt.	5 tons daily
Magazine Stock .....	1.00 cwt.	1.35 cwt.	
Rosin .....	3.75 bbl.	6.50 bbl.	4,000 bbls.
Fourdrinier Wires .....	.29 sq. ft.	.39 sq. ft.	\$30,000.00 worth
Lumber .....	13.00 M ft.	18.50 M ft.	5,000,000 ft.
Woolen and Cotton felts advanced	10%		\$27,000.00 worth





The Butterick Building at night  
*from the Hudson River*



**V**ISITORS to the Butterick Building invariably express such interest that we wish to extend a hearty invitation to advertising men, manufacturers and merchants to our go through our plant at any time.

*Reception Hall designed by*  
*Moore*

The Butterick Building rises like a citadel from the high land below Washington Square, known in the old Greenwich Village days as Richmond Hill. Here is a was the famous Richmond Hill estate, sloping gently down to the Hudson River.

George Washington made it his headquarters in 1776 and in 1797 it became the residence of Aaron Burr. The Butterick Building stands on the site of the gateway through which Burr walked on that fatal morning in 1804 when he fought his duel with Alexander Hamilton.



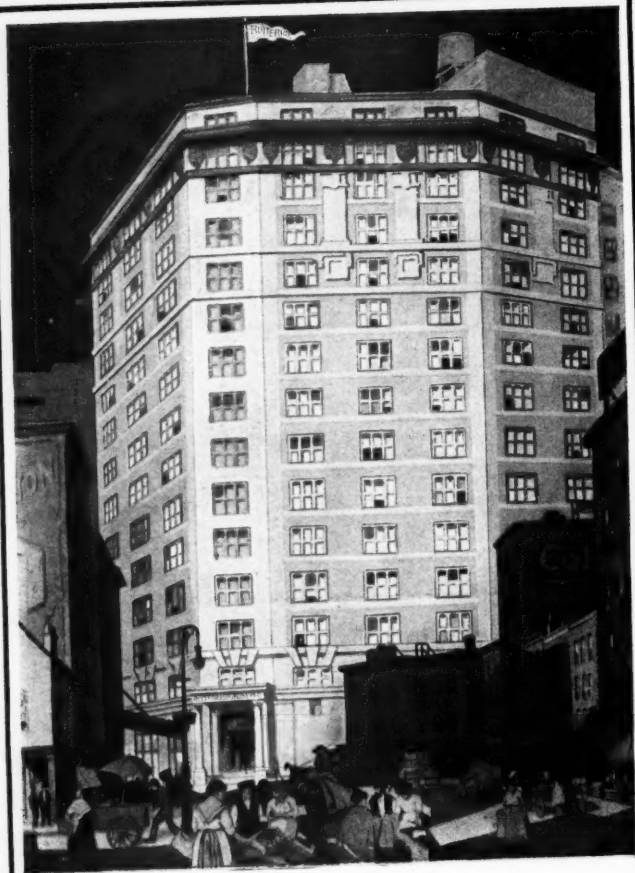
on Hall of Department  
designed by  
May

The Butterick Building is not a "show place." It is a huge workshop where more than ten million magazines in

hants four languages are produced each month; where the greatest fashion organization in the world holds the threads that extend to every spot on the civilized globe.

l. Here is a city within itself with a population of two thousand—editors, pressmen, compositors, artists, executives, salesmen, engravers, clerks, advertising men, lawyers, accountants, machinists, translators.

in 1770 on Burr a business man, you will be interested not only the gateway a great manufacturing plant, but especially in the morning enormous amount of work that goes behind the Hamilton making of a magazine.



We shall be very glad to see you any day  
and any time of day.

**THE BUTTERICK PUBLISHING  
COMPANY**

*Spring and Macdougall Streets, New York City*

# Ballyhoo Sales Letters

They Broke All the Rules for Form Letters, but Nevertheless Accomplished Their Purpose

By Roy H. Jones,

Of the G. W. Jones Lumber Company, Appleton, Wis.

"I'M a plain, every-day feller, Mawruss," said Abe Potash. "I use only low-grade, popular-price words, Mawruss; and I ain't ashamed of it, neither."

Assuming that this remark was prompted by the criticism from Mawruss that Abe's sales-letters lacked a definite, psychological plan, we can imagine the latter saying further: "What for is it, this 'psychological,' Mawruss? That we should sell suits and cloaks to Mrs. Rockefeller yet? A'ready this morning, you understand, have we Louie Goldstein's order from Duluth, ain't it?"

When the last sales-letter has been written and mailed; when the Advertising Expert has them all analyzed, classified and tagged—rejecting such as do not maintain the logical arrangement of "point of contact," "proof of merit," "persuasion," and "clincher"; when the Psychologist has penned his last chapter on "Socratic suggestion," and has left his laboratory; there still remains to us the one primal test—the alpha and omega of all advertising—the acid crucible, Results. Then, as now, we shall ask: "It's *psychological*, but does it *pull*?"

This then is the only excuse in offering for consideration a few general sales-letters, addressed from a manufacturer of hardwood lumber to the factory consumer. I fully appreciate that, taken by themselves, in almost no respect do they measure up to the generally accepted requirements, in fact are without the law; yet they met the test.

Each manufacturer and wholesaler of hardwood lumber, who markets his own product, has built up a clientèle chiefly by direct representation, the increasing of which by correspondence presents certain difficulties. Chief of these is the fact that, unlike the manu-

facturer of a man-created product—such as an automobile, a typewriter, a threshing-machine—he has no *talking points*; or rather, his talking points are also those of his competitors. Hundreds of mills in the same geographical section are turning out hardwoods of about the same average quality, manufactured in the same way, graded and shipped under the same rules; hence any direct advertising one lumberman might essay would be shorn of many possibilities, and in the past has generally been reduced to a prosaic recital of what he had to offer.

The hardwood consumers—manufacturers of furniture, agricultural implements, vehicles, sash, doors, interior finish, etc.—buy their raw material as the demand for their product necessitates; securing bids, and placing their orders with one or more of a small coterie of mills, with whose methods or reputation they are familiar. The lumberman's problem, then, is to reach this holy of holies, to be numbered among this coterie of the elect; and, if possible, to place himself in such a light before the buyer as will not only secure attention, but establish that personal equation which insures more than ordinary consideration.

## TRADE-LETTERS IN A RUT

In making his appeal to the consumer, the lumberman has almost entirely confined his efforts to the issuing at certain intervals of a "stock list." This was at times accompanied by a stereotyped form-letter, which generally read: "We are enclosing herewith our latest stock-list, showing what we have on hand in dry lumber. Kindly look the same over, and if in the market for any of the items listed give us the opportunity of submitting prices. Thanking you

in advance for any favors you may show us, we remain, etc., etc., —." In the majority of instances these naturally found their way into the wastebasket, for there was nothing about such advertising—if, indeed, it could be called such—to attract a buyer's attention, or even warrant him in giving the supplicant but a passing thought.

Upon the opening of hostilities in Europe there ensued a year of general business depression, which, for the manufacturer of lumber, was but the culmination of a number of lean years. Business dropped off nearly 30 per cent; inquiries—except from old customers and friends—were reduced to a minimum; and new customers were rare. In an endeavor to meet this condition, so to force myself on the attention of the buyer as to make it difficult for him to forget me, a series of monthly sales-letters ("ballyhoo" perhaps would be a more fitting term) was put out, of which the accompanying are a few examples.

These were carefully filled in, signed, and mailed under two-cent postage. Each was accompanied by a carefully compiled stock-list and a return postal. The best of stationery was used, and the stock-list and postal were run on contrasting colors.

The letter following was designed to correct the mailing-list, getting rid of the deadwood, and was also sent to some 900 consumers from whom no inquiry had ever been received.

THE G. W. JONES LUMBER COMPANY  
Manufacturers of Northern and  
Southern Hardwoods

APPLETON, Wis., April 28, 1915.

"GENTLEMEN:

"You've tried to find things in the dark, and what a time you had—especially if your wife just finished house-cleaning—bumping your shins on one chair, only to carom to another before you finally located the light.

"Well, that is just the sort of proposition I am up against: I'm trying to find *you* in the dark. I take it for granted that you use hardwood lumber, but what kind,

or how much, I have no idea. Will you help me out if I make it easy for you?

"Buying lumber is just a business proposition with you—you buy what you need and when you need it. Now I may have—perhaps not right now, but some day—just what you want, and for one reason or another may have a very attractive price on it. Isn't it to your advantage, as well as mine, that I know what different woods, grades and thicknesses you use? And if you don't use any hardwoods, it will only take you half a minute to let me know, thus saving a lot of valuable time in the future—both yours and mine.

"Here's a stamped envelope addressed to me, together with a sheet showing the lumber we manufacture, being so ruled that in two minutes you can indicate what you use, both in the better grades and in crating.

"I'd like the approximate amounts of your yearly requirements in each, but if you haven't time for that, just check the different items opposite grade and thickness, and I'll be grateful.

"*Won't you please turn on the light?*

"G. W. JONES LUMBER COMPANY.  
"Per R. H. Jones."

The results from this letter were more than satisfactory, as it pulled some 90 per cent replies; and the corrected mailing-list, reduced to about 1,800 names, became a real asset.

In the examples that follow it will be seen that little mention is made of lumber, the idea being to let the letter-head take care of that, making *optimism* the general theme, placing reliance on the personal equation established to bring results.

APPLETON, Wis., Nov. 26, 1915.

"GENTLEMEN:

"*A Pessimist*—One who chews his quinine pills.

"*Why be a pessimist?* Why go around with this 'ain't-war-hell' expression? It's all right to be conservative, but this crawl-in-the-hole-and-pull-the-hole-in-after-you spirit, gets you nothing.

"Sit tight and don't rock the

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boat' is mighty good advice, but there's no reason why you should worry yourself sick for fear the planking will come off, and you'll go to the bottom.

"Believe me! this good old ship 'Business' is in fine condition. We are doing a better business this month than we were doing last; and next month we'll be doing even better—that is, if you and I and everyone else keep on rowing—forget that this war is having any other effect than to spur us to greater effort.

"God has blessed us this year with a wonderful crop, and He's blessed us in a lot of other ways. Let's take what He's given us and be thankful, and go out and *Plug! Plug!*

"Let's be like that original optimist, Mr. Smiley-Glad, who—having fallen from the tenth story—waved his hand as he passed each floor, shouting—'All right so far!'

"Yours for more optimism and more sand.

"G. W. JONES LUMBER COMPANY.  
"Per R. H. Jones."

• APPLETON, Wis., Mar. 17, 1915.

"GENTLEMEN:

"Have you ever been in Prairie du Chien, Wisconsin?

"When I used to buy lumber on the road, I'd stop there occasionally to spend a Sunday with Old Charley Hoffschmidt, proprietor of the Depot Hotel—the most unique and philosophical old German it's been my pleasure to know.

"He sure was some character—Old Charley' was—whose second greatest weakness was cards. 'Schmeer' was the game—you know, just like 'Seven Up'—High, Low, Jack and the Game, only you bid on your hand. Well, one night about fifteen years ago, when he was deep in this cutthroat game and almost in sight of the money, Emil, the combination clerk, bartender, porter and barn-boy, rushed in with 'Charley! Charley! The barn's on fire!' Charley, who was dealing, never stopped, never looked up. 'Vell—iss der horses out?' 'Yes!' 'Huh!—Vell—iss der bus out?' 'Yes! Charley,

yes!' The old man picked up his cards, and after looking 'em over carefully, 'Huh!—Vell—I—guess—I bid three times!'

"To-day almost one-half of the world is on fire, but *we are out!* Not only are we out, but we're in mighty good shape, too. Steel mills putting on more men every day; railroads placing big orders; building permits going up in jumps; banks have plenty of money; less men out of employment than any time for the last six months; and best of all, *a hundred million people with confidence in themselves and in their country!*

"Yes, sir! The horses are out and the bus is out! Now, it's up to us to *sit tight, bid our hand, and play the game.* As the Old Cattleman used to say, 'Life ain't in holdin' a good hand, but in playin' a pore hand well!'

"Now, here's a stock-sheet I've made out, with a list of as fine a bunch of Northern and Southern Hardwoods as ever felt a saw. Look it over, then let us know what items you can use.

"Let me help you to *keep the game going!*

"Yours sincerely,

"G. W. JONES LUMBER COMPANY.  
"Per R. H. Jones."

APPLETON, Wis., Aug. 21, 1915.

"GENTLEMEN:

"Mr. R. H. Jones, our sales manager, has gone fishing—I just saw him go by the office on the way to the train, with his grip, and his rod, and his tackle box, and a great big smile.

"He asked me to write you, but now I've started I hardly know what to say. Next week when he comes back, and after he finishes telling us all about the *biggest* bass he ever saw,—that he almost caught, but that got away,—and asks me what I did with my talents, what shall I say?

"I don't know what he wants me to talk to you about, but to be on the safe side I am going to enclose in this letter a little stock sheet showing what we have in dry lumber, together with an addressed postal, and ask you



to note on it any item you may be in the market for now, or that you will be needing in the next few weeks, so that Mr. Jones will have this information on his return.

"You know that we are *manufacturers* of lumber; that we own and operate mills in Wabeno, Wisconsin, and Forest City, Arkansas. You know the quality of the St. Francis Basin oak and gum; and you undoubtedly know the quality of the birch, brown ash, elm and basswood we get in Forest County, Wisconsin.

"We want you to know more about the pains we take in manufacturing and with our grades; the effort we make to serve our friends as we would expect to be served—in other words, the Golden Rule Grade that we have established. Quality, Service, Price—these are worth considering. Give us the opportunity of serving you.

"I shall be looking for this return postal to give to Mr. Jones.

"Yours truly,

"G. W. JONES LUMBER COMPANY,  
Mary A. Smith.

"P. S.: What about Crating—either Hemlock or Hardwood? We can surface or resaw to suit your requirements."

APPLETON, Wis., Sept. 22, 1915.

"GENTLEMEN:

"When the Elderly Gentleman asked the Patient Fisherman what success he was having, he answered:

"W-a-l-l, I aint havin' much luck,—I guess my worm ain't tryin'."

"The poor worm! We put on a fresh one, light our pipe, and then sit back watching the bobber. If we get nothing, we blame the bait. The man who catches fish this season is he who first locates their hiding-place, and then tries every lure till he finds the one that takes.

"Frankly,—I'm fishing for *your trade*, just as you are after the Other Fellow's. And the Bait?

"Hardwood Lumber cut from our own timber, in our own mills in Arkansas and Wisconsin.

"Grades and Service such as you would give your best friends;

with either standard grades, or special—stock put up for your own individual requirements.

"The attached return postal-card makes it easy for you to let us know now what you will be wanting this Fall; and the Stock Sheet shows what we can offer in dry lumber.

"The Fisherman is trying, the 'Worm' is trying. Perhaps my bait will help to make yours better. You try!

"Yours for a full creel,

"G. W. JONES LUMBER COMPANY.  
"Per R. H. Jones."

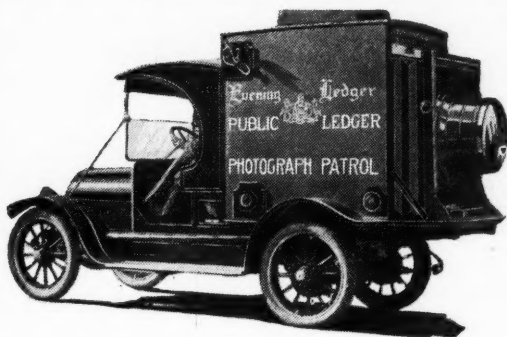
"P. S.: *Crating*—Hemlock or Hardwood—*cut to your sizes* or in the rough lumber."

These letters were put out at a cost—including everything—of four cents each, except those where the enclosed postal was stamped. The stamped return postal, by the way, increased returns about one per cent.

The results were at once apparent, the inquiries averaging between three and one-half and five per cent, nearly one-third of which were from firms we had never been able to interest before. The actual results in dollars and cents are harder to compute, yet it is safe to say that each letter netted orders for from five to twenty car-loads, and each brought one or more new customers.

The utter disregard for accepted rules governing the composition of direct advertising which these letters evince finds its excuse in the dearth of talking points for the raw material; the heretofore stereotyped methods employed by lumbermen; and the general business conditions prevailing at the time. So no apology is offered for their not being "according to Hoyle," for aside from the concrete results mentioned, they served to establish a living, breathing, personal relationship with hundreds of buyers, whom it had been impossible to reach before. And is not that the ideal toward which all advertising aims?

James Madison, New York, has issued the first number of *Funnybone*, to be published every three months.



## An Innovation in Newspaperdom

**S**PEEDING to every corner of the city, graphically recording the day's deeds with rapid-fire news pictures, this Photograph Patrol visualizes daily events for Public Ledger-Evening Ledger readers. It is an innovation in news-gathering and an evidence of how the two Ledgers serve Philadelphia.

**E**quipped to make speed and manned by staff photographers, there is little that escapes its vigilant patrolling eye. Its picture-record of Philadelphia's daily activities lends a graphic power to the Public Ledger's pages and gives the Evening Ledger its famous back page of "live" news pictures.

**T**his is merely one of the resources which have made the Public Ledger-Evening Ledger the family newspapers of 160,000 better-than-average Philadelphia homes. Advertisers who seek to enter Philadelphia's rich Metropolitan market will find that the Public Ledger-Evening Ledger reach the city's greatest buying power.

# PUBLIC LEDGER

PHILADELPHIA

Member A. B. C.

## Market for Feature Postal Cards

ROSENDALE, N. Y., March 21, 1916.  
*Editor of PRINTERS' INK:*

If possible will you kindly help us out with some information on the following questions. We have in preparation a series of timely post-cards, dealing with subjects that are in the public eye. We are desirous of securing wide distribution for our product, but we are at sea just how to break into the market with our goods.

As a constant reader of *PRINTERS' INK*, I would be very grateful if you would give us some light on the following.

1. Is the five-and-ten-cent store a good outlet for a product like post cards?

2. How can we get our cards before the buyers of the five-and-ten-cent stores, and where can we get their names and business addresses?

3. How can we find an outlet to reach newsdealers handling this line of goods?

While we do not know if it is consistent with the policy of *PRINTERS' INK* to forward information direct, we are, nevertheless, turning to it for aid on how to market our product, and any information or suggestion you can give us will be appreciated.

Trusting that this may not inconvenience you and that we may be favored with an early reply, we are,

T. B. FLEMING.

**T**HE five-and-ten-cent stores are large buyers of post-cards always; but the American News Company also furnishes a big outlet not only for post-cards, but for countless other catchy, up-to-date novelties, and this company reaches newsdealers everywhere.

Inquiry among the buyers of the five-and-ten-cent chains and at the American News Company indicates that the post-card business is not as active as it was. Post-card-sending is not the fad it was a short time ago. The demand has eased off to the point where the business is regarded as one of more staple character—goods of the post-card order always selling in a moderate way, but nothing exciting.

Cards of local interest, principal buildings in any community—the Courthouse, High School, the Capitol, etc.—are in constant demand in each locality for souvenirs, and this demand is carefully fostered by each town for its own sake. But prices of such cards have latterly been cut to a point where there is little or no profit

left for the dealer, so they have naturally lost interest.

The American News Company reports satisfactory sale of cards bearing pictures by well-known artists, such as Rose O'Neil, Harrison Fisher and others of that class; and all buyers manifest continued interest in "Local Lovers"—the young men and maidens swinging in hammocks, or wandering together in Lovers' Lanes.

But novelties are sought for by all buyers. They are glad to see anything that is new or a departure from the commonplace. So samples and prices will be welcomed everywhere. Of course, rapid action is advantageous, for it is a foregone conclusion that little time elapses between the "breaking" of a novelty and the embodying of it in some form of souvenir.

Important buyers of post-cards in New York are:

American News Company, 11 Park Place. Address Mr. Frazer.

American 5 & 10c. Stores, 315 Fifth Avenue.

Consolidated Merchants Syndicate, 467 Broadway.

F. & W. Grand 5, 10 & 25c. Stores, 8 E. 14th Street.

Independent 5 & 10c. Stores, 373 Broadway. Address Mr. Roos.

S. S. Kresge Co., 50 Union Square. Address P. T. Adams.

S. H. Kress & Co., 350 Broadway.

J. G. McCrory Co., 621 Broadway. Address Mr. Kay.

F. W. Woolworth Co., Woolworth Building. Address Mr. Douglas.

## Statute Against Advertising Dentists Unconstitutional

It has been decided by a Cincinnati court that the Ohio statute prohibiting dentists from advertising is unconstitutional, the court pointing out in the course of the opinion that even lawyers may advertise if they so desire, as far as any prohibition of law is concerned. "It is a well-established principle of law that the Legislature, under the guise of protecting the public interests, may not arbitrarily interfere with private business or impose unusual and unnecessary restrictions upon lawful occupations," the court held, declaring that the Legislature has just as much right—which is to say, no right—to prohibit a soap manufacturer from advertising as to impose restrictions upon the right of a dentist to advertise his business in a truthful and otherwise unobjectionable manner. The case arose on a test case instituted by the Advertising Dentists' Association of Ohio, a Cincinnati member of the organization submitting to arrest for that purpose.

Sixty years of building a periodical of distinctive attractiveness to every member of the family, coupled with concentrated selling to the people in every community most willing and able to pay \$5-a-year for it, has given Leslie's nearly three times the circulation of any other \$5-a-year periodical in the world.

The people in Leslie's 420,000 better-than-average homes pay over \$2,100,000 a year for Leslie's alone.

LUTHER D. FERNALD, ADVERTISING MANAGER

# Leslie's

*Illustrated Weekly Newspaper*

Member Audit Bureau of Circulations

Boston NEW YORK Chicago



"Pancho Villa—His Mark" at Columbus, N. M.—one of 50 live news pictures in a current issue of Leslie's



THIRD  
Chapter

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136

New accounts

FOR some men the measure of determining supremacy in a certain field is the number of new advertising accounts gained in twelve months (exclusive of schools). This is but one factor—this item of 136 new accounts—but it is an important one and it may, or may not, be the largest number of new accounts shown by any general monthly magazine from

*May to April—the first year of*

MCCLURE'S  
*in the*  
Big size



# War Department Increases Advertising Activity

Augmented Army Requires Heavier Advertising for Recruits

*Special Washington Correspondence*

**N**EWSPAPERS in 170 cities throughout the United States have received, or will receive in the immediate future, contracts from the War Department for advertising in the classified columns. This advertising is additional to that already carried under contract by newspapers in fifty-four cities and it represents the first outcome, in an advertising sense, of the present campaign for military preparedness—a movement to which the spur has been applied by current events in Mexico.

Advertising for recruits comprises, of course, the copy which the national Government is sending out for the "Help Wanted" columns. The 170 cities above referred to as newly embraced in the campaign represent the cities in which auxiliary recruiting stations have lately been opened in order to secure the enlistment of 20,000 additional men and thereby bring the strength of the standing army up to 120,000, as recently authorized by Congress. The fifty-odd cities already covered by the War Department's "liner" advertising, and where it is possible additional space will be required, comprise the points where main recruiting stations have been in existence—the permanent headquarters, so to speak, in each "recruiting district."

New navy advertising is not as yet going out to the newspapers, but the Navy Department officials in charge of advertising are making all preparations to follow the example of the War Department in the event that Congress votes, as expected, to increase the enlisted strength of the navy by at least 10,000 men. Latterly the navy has been recruited to its full strength, and the department has restricted its advertising to regular contracts. The department has not even gotten out a new edition of the illustrated booklet, "The Making of a Man-o'-Warsman"

(originally prepared by Street & Finney), which has been so extensively relied upon in the past as a follow-up.

Advertising agents appear to be impressed with the exceptional opportunities which the present situation offers for more extensive and more diversified advertising of both the military and naval services, and many advertising men have lately written to Washington seeking to interest the officials in specific suggestions or complete plans of campaign. There is no indication, however, that either the War Department or the Navy Department is, at this writing, prepared to make any radical change in advertising policy, or that there is in prospect any reconsideration of the decision whereby recruit advertising was taken out of the hands of the agencies that formerly prepared and placed it and handled by the departments direct.

## NEW POSTERS IN BOTH BRANCHES OF THE SERVICE

Poster advertising is to be heavily relied upon in the new campaign, as in the past, by both the War and Navy Departments. The War Department has a new poster—the fourth in its standard set—and the Navy Department has amplified its poster policy by the introduction of a two-color card of regulation size for street-cars. This card is being used at the outset for window display and in a few lines of cars where free space has been offered, but it is possible that, should the latter try-out prove satisfactory, the department will decide to later pay for showings in city and interurban cars.

It may be noted, in passing, that not only do the War and Navy Departments remain loyal to the poster as a medium, but they persist, both as to outdoor display (up to sixteen-sheet size) and hangers, in sticking to their guns

as to character of copy. The policy in this respect inclines to highly decorative display, vivid in coloring, but with a minimum amount of reading-matter. Indeed, the attractive posters, about thirty by forty inches in size, which have been designed for the War Department by Michael P. Whelan and printed by the American Lithographic Company, bear simply the announcement, "Men Wanted for the Army," and a mortise for the address of the nearest recruiting station, main reliance for appeal to the imagination being placed upon the representations of enlisted men from the various arms of the service, shown under dress-parade or campaign conditions.

The navy, as has been related, has eased up on the circulation of booklets and other direct-by-mail advertising, but the War Department is strong for the booklet and inclined to use it more extensively than ever. A million copies the War Department has circulated to date of the forty-eight-page booklet, "The United States Army as a Career," which has been issued for the department in several editions by the American Lithographic Company beginning December 1, 1913, with revisions from time to time.

This booklet, with its dozens of half-tones, double-page and frontispiece color plates, has always been distributed in a way to make every copy count, but latterly the department has taken to sending the booklets to carefully selected names from rural mailing-lists, and the results have been so gratifying that the undertaking is to be extended in scope. Rural free delivery route-lists are being obtained, and in some instances large mail-order concerns have supplied the department with names. Accompanying each booklet thus sent out is a letter from the recruiting office nearest to the prospect. "We aim," said Colonel Marsh, who is in general charge of this distribution, "to place these booklets in the hands of farmer boys who will study the information during the long winter evenings and who, in consequence, are likely to be

heard from at the recruiting offices in the spring."

Both the War and Navy Departments continue to operate in their recruiting divisions the keying system, if such it may be called, which has been in operation for several years past. Every man who applies for enlistment, whether accepted or not, is asked by the recruiting officer in what medium he saw the Federal advertisement or what led him to apply for enrollment. The results of this canvass, duly tabulated, are forwarded to Washington each month from every recruiting office in the country and totals compiled monthly and yearly.

#### ADVERTISING RESPONSE ANALYZED

To indicate the proportionate amount of pulling power attributed to the various influences at work it may be of interest to glance for a moment at the showing made in the army recruiting service during the year 1915. Of the 167,000 men who applied, the department credited nearly 161,000 to "advertising" of one kind or another, although more than 64,000 applicants declared that the sight of the "recruiting flag" displayed in front of recruiting offices was what prompted them to enlist. The next best medium in results was the recruiting poster, which drew more than 28,000 prospects. Recruiting circulars get credit for close to 12,000 applicants; the booklet almost 6,000; newspaper advertising a little over 4,000; handbills, 3,700, and advertising cards, 900. Electric signs, a newly adopted medium which has been employed thus far in only two districts, induced nearly 700 men to seek the recruiting stations in those two sections of the country.

That faith in the booklet is, as above recounted, very strong with the army officers may be appreciated from the fact that General H. P. McCain, the adjutant-general of the army, in his recently issued annual report, said: "It will be observed that the recruiting booklet issued in 1914 has proved specially effective as a means of advertising, having ad-



vanced from the tenth place, which it occupied last year, to the sixth place, formerly held by newspaper advertising. The results achieved encouraged the department to authorize the issue of a second edition of the booklet, the supply of the first edition having been exhausted."

"Is army and navy advertising overdrawn?" This question, on behalf of PRINTERS' INK, was asked this week of the officers at the head of the general recruiting bureaus, respectively, of the War Department and the Navy Department. The object of the query was, of course, to obtain some rejoinder from the responsible executives to the charges which have been repeatedly made in Congress and outside to the effect that recruit advertising is not actually untrue is inferentially misleading and conveys a wrong impression to recruits who are left to repent at leisure. The fact that the recruiting officers have never been permitted to reply publicly to these charges makes their attitude the more interesting. They feel just as strongly on the subject as do their critics, but the Secretary of the Navy and the Secretary of War have always taken the position that, having viséed the recruit advertising, they will assume responsibility, and therefore subordinates need not speak up.

"I do not think that we have ever done more than is the privilege and duty of every advertiser; namely, to put his best foot foremost." This was the answer of the head of the naval recruiting service to the charge of exaggerated advertising. Continuing, he said: "Our outdoor display is literally, of course, highly colored and the scenes of naval life naturally lend themselves to pleasing pictorial representation, but I emphatically deny that we authorize any statement that is designed to deceive a prospective recruit or lead him to believe that the life in the navy is one of ease, with no disagreeable features. Our observation has been that most of the criticism of recruit advertising has emanated from persons who based their statements upon

neither personal experience nor first-hand information. We have had singularly few complaints from enlisted men or from their parents or guardians. Whenever complaint is made that an enlistment has been induced by false statements, or that hopes have been aroused to an unwarranted degree by any recruiting officer, we make the most rigid investigation, with a view to fixing responsibility and remedying the situation. Occasionally some lad enters the navy by misrepresenting his age, with the result that his parents are dissatisfied, and sometimes a young man of limited education gets a wrong idea from reading our advertising literature, but I would say that such instances are very rare."

#### TRUTH AND THE GOVERNMENT'S ADVERTISING

In evidence that its advertising policy aims to secure only "satisfied customers," the Navy Department permits PRINTERS' INK to reproduce its confidential instructions to recruiting officers, wherein, under date of March 20, 1915, the Chief of the Bureau of Navigation, admonishing the recruiting officer, says: "He shall carefully explain the regulations regarding enlistments, promotions and discharges to those offering to enlist, explaining to them the kind of life they are to lead and that it will be mostly spent on shipboard. He will use great care to see that no one under his command makes any promise or statements to applicants regarding advancement, assignment, instruction or benefits in the navy which cannot be carried out after enlistment, and to have each applicant distinctly understand that discharge will not be granted prior to the expiration of enlistment, with the exception that under certain conditions (which conditions must be fully explained) he may purchase his discharge."

Booklets issued by both the army and the navy play up most prominently the more attractive phases of the service, but the army booklet does point out on the final page that the recruit must expect

"some discomforts and hardships, some disagreeable experiences—possibly some real grievances." The navy booklet has a subhead in red, "Hardships of the Man-o'-Warsman's Life," under which it is stated: "The Navy Department does not wish to misrepresent the life of the man-o'-warsman. He must endure hardships, the same as any other human being, although it is believed that his hardships are fewer than those of the landsman," etc., etc. In the same booklet other paragraphs, headed in red, "Officers Not Allowed to Mistreat Men," "Erroneous Belief About Discipline," and "Disparaging Reports About the Navy," seek to answer criticisms that have been made and combat popular impressions detrimental to recruiting.

Army advertisers lay stress on the fact that "No one is required to do menial labor for another," but the impartial observer who studies the situation will be quickly able to put his finger on the sore spot in this whole proposition of selling enlistment. The insufferable snobbishness of some American army and navy officers and the absence in the United States army and navy of that fine democratic spirit that has made France a tower of strength in the present European war is the real reason for the "dissatisfied customer" in our fighting forces, but, unfortunately, this is an angle of the situation that cannot be handled via advertising.

#### Accessions to Jos. Ellner Company, Ltd.

George Robinson, for seven years foreign merchandising manager of John Wanamaker, for some time general manager of Stern Bros., and Assistant Appraiser of the Port of New York, under President Roosevelt, has been elected vice-president and director of the Jos. Ellner Company, Ltd., of New York. For the past few years Mr. Robinson has acted as merchandise adviser to dry-goods manufacturers.

Mrs. Ralston, an American style creator, has also joined this agency.

Eli Daiches, who has been with the William A. Stiles Advertising Agency for several years, has become associated with the Thomas M. Bowers Advertising Agency, Chicago.

#### This Picture Has Had Circulation of Millions

The "Hello, Daddy," picture of J. S. Fry & Sons, Ltd.—not Cadbury, as recently stated—has been used in various ways to advertise the Fry cocoa and chocolate. The little lad has appeared in posters extensively, tens of thou-



sands of "Hello, Daddy," playing cards have been sold, and nearly 2,000 photogravure reproductions of the picture. Millions of copies of the illustration have been circulated not only in Great Britain, but in other parts of the world.

#### Canadian-Pacific Orders Being Placed

Beginning April 1st, newspapers and magazines in the Atlantic Seaboard territory—Pittsburgh and East—will carry the advertising of the Canadian-Pacific Transcontinental Lines. In the same territory will appear advertising for this company's Trans-Pacific Ocean Services and the Trans-Atlantic Ocean Lines will be advertised in New England. Newspapers and agricultural publications will carry the copy of the railroad's Natural Resource Department, newspapers and magazines that of the Dominion Atlantic Railway and newspapers throughout the United States the advertising of the Canadian-Australasian Royal Mail Line. All of these orders are being placed by Albert Frank & Co., New York.

#### Horgan With F. A. Ringler Co.

S. H. Horgan has become a member of the selling force of the F. A. Ringler Company, New York engravers. He has had an experience covering many years in the engraving field.



PLYMOUTH ROCK SQUAB CO.

FOUNDER OF THE  
SQUAB INDUSTRY IN AMERICA

MELROSE, MASS. March 11, 18.

Advertising Dept., American Sunday Morning, 224 Fifth Ave., New York.

In reply to my letter to you dated March 6, I have this morning a letter from your office signed Chas. C. Hart Manager dated March 10 declining to accept of my offer. I have also received from Mr. H. S. Humphreys of this city a letter dated March 10 declining to accept of my offer.

I have received over 800 letters from the advertisement in your January issue and over 800 from the advertisement in your February issue.

I have checking accounts in several banks, one of them on Wall St., instantly available by telephone or messenger for you. That do you purpose to do?

Yours very truly,  
Elmer C. Rice.

When a 14 line advert.  
Consistently produces  
results like these,  
isn't it good proof?

- that our over 2,000,000 circulation represents *quality in ample quantities*
- that our readers really *read our magazine*
- that they are *responsive to our advertising*.

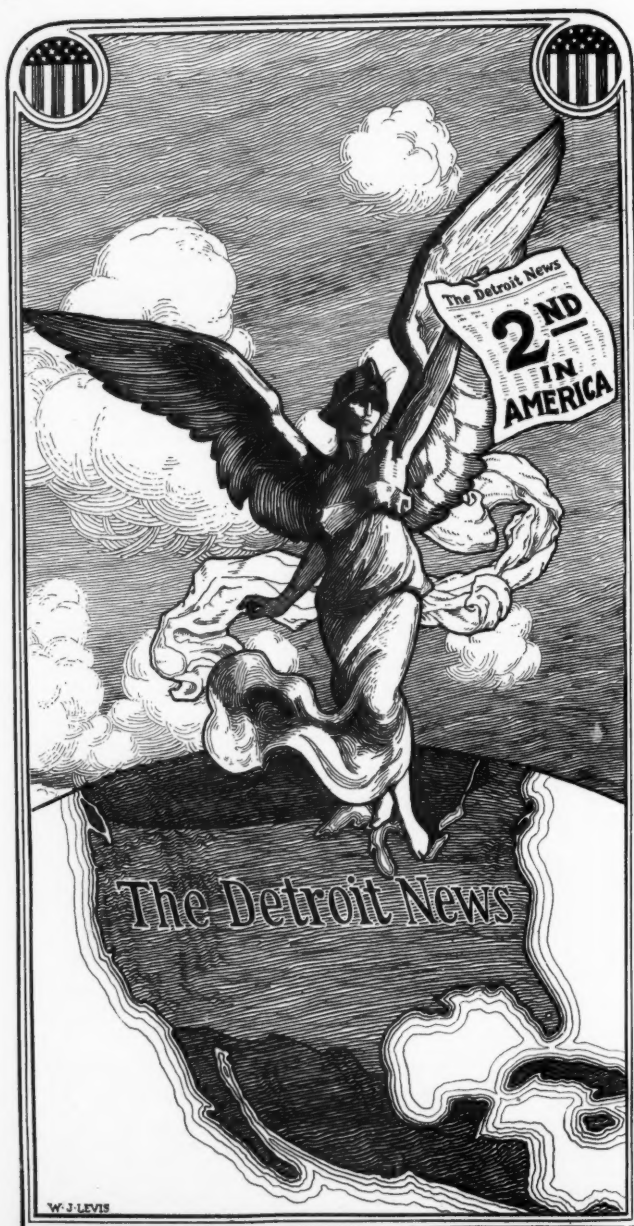
**AMERICAN SUNDAY MAGAZINE**

**CHARLES S. HART, Advertising Manager**

**220 FIFTH AVENUE**  
New York City

**Over 2,000,000 Circulation**

**911 HEARST BUILDING**  
**Chicago**



## NOTICE

### ***Advertisers or Agencies, Copy Writers or Illustrators***

**The Time Limit of the Detroit News "Second in America" Contest has been Extended to Monday, May 1st**

The illustration shown on the opposite page has been received from Mr. W. S. Levis, an artist of New York City, and is one of the best so far submitted.

The publishers of The News will pay \$100.00 in prizes for the three best illustrations which will embody the idea of "Second in America."

"Second in America" in this case refers to The Detroit News having been second in America in volume of paid advertising carried during 1915, amongst week-day newspapers, while amongst papers publishing seven days a week The Detroit News and Sunday News Tribune were also second in America, exceeding the leading advertising mediums of New York, Chicago, Philadelphia, Boston, St. Louis, San Francisco, Los Angeles, Cleveland, Cincinnati, Baltimore, Washington—in fact, every other city save Pittsburgh, where one paper exceeded the showing of The Detroit News by about one per cent.

This implies two big facts—first, that Detroit is a remarkably prosperous field where public response to advertising is liberal; second, that Detroit has a newspaper which so thoroughly covers the field that advertisers tend to concentrate their appropriations largely in that medium.

The Evening News Association will be the sole judge as to the respective merits of such illustrations as are submitted, and will award the prizes as follows:

First prize .....	\$60.00
Second prize .....	25.00
Third prize .....	15.00

The Evening News Association will announce publicly the names of the prize winners and the advertising agency or other firm with whom they are connected.

Illustrations will be received up to Monday, May 1st. Address Advertising Department, The Evening News Association, Detroit, Michigan.

# Strategy to Get Close to Jobbers' Salesmen

Some Stunts Staged by an Advertiser Who Knew How to Conceal His Hand

By Charles H. Willard

ONE of the high spots in a plan by which the manufacturer of a new food product broke into the metropolitan market was his way of handling the jobber's salesmen.

Jobber's salesmen have been given up by a great many manufacturers in the grocery line as an impossibly hard nut to crack. They will give automatic help when the manufacturer has "gone and got a reputation," but it is exceedingly difficult to get that help when it is most needed, while the reputation is making. They have a general function to perform, and it goes against the conditions to make it specific at any time.

But it has been done. When rightly approached, the jobbers have handed out lists of their salesmen for the manufacturers to circularize, and in exceptional cases have let a manufacturer's representative in to address the men. Sales contests, gifts and bonuses have been almost altogether done away with, and they never amounted to much anyway, if the truth were told, except for the salesmen. Nor could they have lasted, even if they had really been successful, because the jobbers can hardly afford to play any favorites, unless possibly their own, and there has been a growing dubiety about the wisdom of doing that.

This food manufacturer knew all the conditions of metropolitan trade and did not waste any time or energy in making bull-like charges upon them. He went ahead and got all the co-operation he could, which was as much as the jobbers were giving anybody. He started his campaign right by rounding up the demand and sending it into the retailers' stores. This moved the jobbers' stocks and made the campaign a live, concrete proposition to the jobbers'

salesmen. It was done through the local and general advertising and the usual work on the housewife in her home and club.

With these preliminaries out of the way, the manufacturer called for intensive work. Begin with the jobbers, he said.

The sales manager saw blue for a while, but he took it up with one of the specialty salesmen who had a record for results.

"We've got to dig deeper and get under the skin," the sales manager said. "Breeze 'round a bit and see if you can't turn up an idea."

The salesman breezed 'round and the idea turned up. This is what was done.

## MANUFACTURERS' ENTERING WEDGE

First off, they decided on the objective. The jobbers' buyers had been asked to stock and they had done that. They had been asked to distribute literature and window matter, and they had done that. The salesmen had been asked to mention the manufacturer's product to the dealers and they had—some of them, for a while. And, without any doubt, mechanically, indifferently.

The sales manager and the specialty man decided to take that little mention as an objective and make it general and enthusiastic in the jobber organization. That was only the theory, however. Every manufacturer wanted the same thing, but few, as said, have found the short cut to it.

The specialty salesman picked out the liveliest jobber and having the entrée to his place dropped in on his salesmen next morning. He wanted to size up the "key men" in the bunch. Having done so, he invented a need for investigation.

"Would it interfere with your way of working if I took you



11 EAST 36TH STREET  
NEW YORK

## *Making Type Talk*

*by*

*Ingalls Kimball*

**T**HE TOPIC is precarious. Present-day advertising discussions are so overcharged with mention of "psychology", "punch", "wallop", "individuality", "human interest" and like influences; the mechanical limitations of advertising display are so diversified and inflexible, it is difficult to talk type or type talk without quarreling with someone who counts.

Not to put too fine a point upon it, type has become the subject of invention. Actually it is as definite in its principles



## *Making Type Talk*

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and application as the five orders of architecture. And it is usually the architect who lays out the best pages, and arranges type in the best forms. He attempts no startling digression; he simply follows the original rules in his type, the same as he follows the original rules in his facades, gables and ceilings.

Almost anything can be diverted into new and conspicuous channels. Upper Broadway in its time has seen some astonishingly clever dress suits. As examples of elaboration upon an original design they have the 900 pages of invention by the American Type Foundry converted to the purest classicism. But, though they might have been called spectacular they scarcely were convincing.

Type is easy to understand when you think of it as a gentleman. It is very hard to understand when considered as a fop. Likewise, it is easy to read if arranged in the simple, natural manner of its intention; and generally hard to read if made the subject of a process of garnishment and frippery.

As a rule, when a printer is given a manuscript of any literary worth, he goes

## *Making Type Talk*

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straight to a type case brimming with some nice, old, family style of type and starts filling his stick. He sets one paragraph right after the other, the words properly spaced and the paragraphs properly indented, the capitals on genuine proper nouns, and the periods where they used to be before George Bernard Shaw and the correspondence schools of advertising introduced punctuation libre.

The well-known Saturday Evening Post accords Irvin Cobb and Mary Roberts Reinhart equal courtesy in this regard. Ring Lardner, of course, doesn't qualify. But the Post's advertisers conduct a competition in typographic neurasthenia. Often I have wondered what the magazine would resemble were its make-up reversed; if the reading matter were set up like the ads and the ads set up like the reading matter.

It is a point to remember, the distinction between reading matter and advertisements. It is the whole reason for typographic hysteria in advertising. The effort to emphasize the distinction, apparently, is responsible for all the

## *Making Type Talk*

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weird and wonderful forms of type composition extant. And yet it would seem the function of an advertisement first to get itself read.

Given a fair typographic experience, a little common sense, and somewhat of reverence for the original types and their purposes, anyone can set up any "ad" effectively the minute he realizes that an advertisement is reading matter. But so long as an advertisement is considered in the light of a trick or the result of crystal gazing, so long is typography likely to be complicated, difficult and perhaps appalling.

Types of certain kinds are as suitable for advertising Packard trucks as for Mennen's Violet Talcum. Types of another kind are suitable for neither. It is not so much a matter of dressing little men in one sort of a dress suit and big men in another sort; but of dressing them both in the right sort, which resolves it all into a mere matter of good taste.

Let there be type, but let it be simple. Let it be used to tell the story; not to confuse the mind of the reader.

*Cheltenham Advertising Agency*

around in my car?" he asked the first one he had picked to cultivate. "I want to make a study of the stores and I would particularly like to see you live jobbers' people on the job. We are going great, but there is a lot of detail to work out first."

Not a word about asking the salesman to do anything, merely an invitation to ride around his route. They rode around together and got acquainted. At every store the specialty salesman got out and met the storekeeper under jobbing auspices, but made no attempt to talk his goods. He was "investigating," he said. The dealer was more impressed than he would have been by a salesman.

This went on through the trip. The manufacturer's representative steered clear of shop-talk, but drew out the jobber's man. They had luncheon together. By the close of the day they were good friends.

"I hate to, but I suppose I've got to take this up with some of the other men in your organization, and get out into different territories," the specialty man said. "Whom would you suggest for a live one? I don't want to waste any more time than necessary. We've got a long enough road to travel before we reach what we're aiming at."

It was the first important allusion he had made to his own campaign. He had not let it out until the thing had been properly staged.

#### SALESMAN'S INTEREST AROUSED

"What *are* you aiming at?" the jobber's salesman asked. He was curious by this time. He did not know that if he had not asked, the specialty salesman would have told him anyway.

"Why, we're aiming at a good many things," the specialty salesman said. "On your side, I suppose we will consider ourselves 'home' when we have you people asking the grocer if he needs any of our Blank Blank, just as you ask about Shredded Wheat, and Campbell's Soups, and so forth. Of course you're doing it now for us, and a few others are. But unless big sales are going

through all the time, you forget after a day or two. But it's a big thing for us or any other house to get."

Well, whether the jobber's salesman promised big things or not, right on the spot, it put the idea into his mind and he felt very friendly to the specialty man and anxious to do him a good turn. The latter had not asked him to do it and he did not ask the twenty or thirty other jobbing salesmen he saw in other houses to do it, but there was no vagueness at all in their minds as to what they might do if they wanted.

And the fact is that they did it. They did it themselves and they persuaded a large number of the other salesmen to do it.

"Don't ask them to do it," our specialty man said. "They won't do it regularly, persistently, if they are not interested. They have to be interested."

That helped, too. The "key salesmen" started in to interest their fellows. While things were interesting and before the personal enthusiasm had a chance to peter out, the specialty man decided to invent something else, and the house backed him up in it as it had done on the automobile trips, which it thought it could now see reflected in the sales.

The new idea was an industrial film show and a dinner to go with it. It might have been good to break the ice and introduce the proposition. It was twice as good after the specialty man had got them going. It might be considered a reward for good behavior now, instead of a bribe.

By these means that house through its specialty representative has secured a very valuable jobber co-operation in the big city at what is really a trifling cost in view of the certified results. Whether the same means would have been effective, or even obtainable, without collateral advertising and sales work, and a good deal of it may be doubted, but it is instructive for its accomplishment and its suggestion as to new methods of intensive cultivation. And a number of other houses are trying it.

# Selling Goods to Chicago Men

The three largest men's clothing stores in Chicago—Marshall Field & Company's Store for Men, The Hub (Henry C. Lytton & Sons) and Maurice L. Rothschild & Company, spend over \$420,000.00 a year for newspaper advertising.

These high class stores have figured out to a nicety the producing power of the various Chicago newspapers for goods appealing to men. Such an enormous investment in advertising calls for *accurate* knowledge.

From January 1 to December 31, 1915, these merchants bought more space in The Daily News *six days a week* than in any other Chicago newspaper in *seven days*. The figures are:

The Daily News (six days) . . .	444,270 lines
Second paper . . . (seven days) .	384,931 lines
Third paper . . . (six days) . . .	283,398 lines
Fourth paper . . . (seven days) .	139,525 lines
Fifth paper . . . . . (six days) . .	126,798 lines
Sixth paper . . . . . (seven days) .	107,332 lines
Seventh paper . . (six days) . . .	47,970 lines

The manufacturer who wants to sell goods to Chicago men will do well to follow the example of these leading merchants.

## The Chicago Daily News

Over 400,000 daily

Member Audit Bureau of Circulations

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# Hot-air Furnace-makers Trying to "Come Back"

Dozen Concerns Interested in New Campaign to Regain Prestige

**N**OW an association of manufacturers of hot-air furnaces has started a joint advertising campaign to rejuvenate popularity for hot-air heating. The advertising is being done by the National Warm-air Heating and Ventilating Association, with headquarters at Columbus, O. It is understood that a fund of \$25,000 has been contributed to carry on this campaign, which has already started.

This is one more important development in the growing practice of competitors in certain lines to unite in protecting themselves through advertising when certain elements begin to threaten the common interests of the trade as a whole. This self-protective campaign on the part of warm-air-heater manufacturers was practically forced through the rapid strides made in recent years by the steam-heat-equipment manufacturers. For years the advertising of such concerns as the Kewanee Boiler Company, the Spencer Heater Company, the American Radiator Company and other concerns promoting the ends of steam-heating has been making itself felt, until, according to one conversant with the situation, it came to the point where the public began to think of hot air as unsanitary and unhealthy.

At any rate, the pendulum had swung over to the steam-heat side of the question and threatened to stick there. As a member of the trade remarked, in discussing this new campaign, pointing to an ad-

vertisement of the American Radiator Company showing a little girl washing her doll's clothes and drying them by a radiator:

"What is it that they are advertising, after all? American Radiator boilers? No. They are advertising, first of all, steam heat."

What the individual steam-heater concerns have been doing individually for years, the Na-

## You Fathers! You Mothers! Let the Children Teach YOU a Lesson!

**YOUR** boys and girls in school have learned through the study of modern Hygiene that the first requisite to health is **FRESH AIR**.

And every day in the school room they see a **practical demonstration** of this fact. For school rooms, unlike most homes, are systematically ventilated as well as heated. Each child receives the oxygen in an amount amounting to **thirty cubic feet of fresh air per hour** per MINUTE, and the corresponding amount of old bad air. This amount, based upon the knowledge is probably doing more to save the children and themselves, than all the other lessons combined.

**Question:** Since perfect ventilation is essential in the school room, how can any home or office or business overlook the fresh air factor in the home?

**Ask Your Physician**

Ask him what bearing proper ventilation has upon the health of those dearest and nearest to you. Ask him whether the circulation, purifying of your blood, the giving oxygen to the cells in the house is considered or regarded as important or not.



**Note This Trade Mark**

The American Radiator Company, Inc., is the only company in the world that has been awarded the "FRESH AIR HEAT" trade mark by the National Warm-air Heating and Ventilating Association, Inc., and is the only company in the world that has been awarded the "FRESH AIR HEAT" trade mark by the National Warm-air Heating and Ventilating Association, Inc.

**APPROVED BY**

FRESH AIR HEAT MEANS HEALTH

**Warm Air Heating Insures Fresh Air**

Remember that clean, pure, fresh air is the most important factor in the health of your family. It is the only way to insure the health of your family. It is the only way to insure the health of your family. It is the only way to insure the health of your family.

**Heating Plans FREE**

Ask Heating Engineer, Room 10, Second Floor, 100 North Dearborn Street, Chicago, Ill. for the name of the nearest American Radiator Company branch office. This is the only way to insure the health of your family.

**National Warm-air Heating and Ventilating Association**

**Columbus, Ohio**

**Mail This Coupon NOW**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Send me the name of the nearest American Radiator Company branch office.

ONE OF THE PIECES OF COPY IN THE "COME-BACK" CAMPAIGN THAT APPEARED MARCH 25

tional Warm-air Heating and Ventilating Association is aiming to do collectively: re-establish hot air. This association has a membership of about a dozen concerns, and it is interesting to note that some of these companies also manufacture steam boilers as well as hot-air furnaces. Some of the concerns are tying up to the association with ads of their own, dis-

playing the trade-mark adopted by the association. Among the companies interested are the Richardson & Boynton Co., the Utica Heater Co. and the International Heater Company.

The advertising plans were started the latter part of 1915, and the national advertising started the present March.

The association has adopted for its purposes a slogan—"Fresh-air Heat Means Health." Its copy emphasizes the importance of ventilation in conjunction with heating, and cites the importance placed on this question by school

## Death of Elmer Helms

Elmer Helms, New York advertising man, died March 21, aged 52 years. He had been employed on the advertising staff of several New York newspapers covering a long period of years. At one time he conducted an advertising correspondence school and for a while he was attached to the advertising department of the Wanamaker store.

## Sutcliffe Has Charge of Edison Storage Battery Advertising

Paul Sutcliffe has been appointed advertising manager of the Edison Storage Battery Company, Orange, N. J. Previous to going with the company a year ago he was secretary of the W. S. Hill Advertising Company, Pittsburgh.

## Advice on Heating Your Home—Gratis

No one style or size of heater is suitable for every home. Buildings and conditions vary greatly. You buy a heater once in a lifetime.

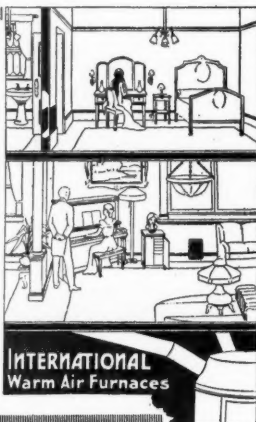
To enable you to select the particular size and type of heater that will prove most efficient and economical in your home (thus surely avoiding undue expense and annoyance) we will send a special Information Blank and Diagram Chart. Fill out the Blank, indicate your floor plans on chart (very simple), send to us, and our heating engineers will give you frank, unbiased advice as to exact size and type of heater you need.



We make types and sizes for every style and size home and to burn every kind of fuel. We manufacture the largest line of heating apparatus in America. Our reputation, of 60 years' standing, is maintained by a policy that holds the customer's interests first. We will not knowingly sell "misfits". Better to lose a sale. Hence our offer.

A request will bring Blank and Chart. Address Dept. K

**INTERNATIONAL HEATER CO.**  
Utica, N. Y.



NOTE HOW THE COMMUNITY TRADE-MARK IS FEATURED IN THIS COPY WHICH APPEARED LAST WEEK

boards in making plans for heating and ventilating schoolrooms. In this matter, the copy says, the children can teach their parents a lesson in home-heating.

Co-operation by the trade is sought in the copy by declaring that the dealers who display the association's trade-mark may be relied upon to make proper installations.

## Ontario Will Bar Intoxicants

The manufacture and sale of intoxicating liquor of any description in the Province of Ontario, Canada, will be prohibited by law after September 1. Advertising agencies are cancelling contracts for liquor advertising placed earlier in the year.

## New St. Louis Advertiser

The Cellular Lath Company, St. Louis, is conducting an extensive campaign in newspapers and class publications for its new composition lath of cellular construction. The Chappelow Agency has the account.

This agency is also conducting a newspaper campaign in the central West for the Independent Baking Company, Davenport, Ia. One hundred and twenty-five line double-column display is being used chiefly, on a ten-cent package of crackers.

## Accessions to Fletcher Agency

J. A. Coleman, former advertising manager of the Sharples Separator Company, and W. Victor Guinness, formerly connected with the advertising department of the Wanamaker stores, have joined the forces of the Fletcher Company, Philadelphia.



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**T**HIS will announce the removal of Good Housekeeping Institute and its testing laboratory from the present location to larger quarters at 105 West 39th Street.\*

The increasing importance of the Institute's work among American housewives and its country-wide recognition by manufacturers of household appliances has made necessary more room and greater facilities.

It is with no little gratification that we take this forward step in perfecting one of the most important parts of Good Housekeeping's service.

\*The Director of the Institute will gladly welcome appointments at her office. Her services and those of her assistants are at the disposal of manufacturers as well as readers.



**Good Housekeeping  
Magazine**

119 W. 40th St., New York City

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## **Notice to Manufacturers!**

(To those who heretofore have hesitated to attempt to secure distribution in New York and vicinity owing to the apparent difficulty and expense of securing distribution and demand)

Through the publication of the Graphic Commercial Survey of New York City which has taken months of time and thousands of dollars to produce,—in combination with the organization of an effective PROMOTION DEPARTMENT, the *New York Globe* offers a service surpassing for efficiency anything that could be built up by a manufacturer short of an investment of many thousand dollars.

The Globe's Graphic Commercial Survey enables any manufacturer to visualize for his product the marketing possibilities of Manhattan and the Bronx, Hoboken, Yonkers,—and shortly, through the co-operation of other newspapers,—Mt. Vernon, Jersey City, Newark, Paterson, Passaic, Elizabeth and other communities in the Metropolitan Dis-

trict—the world's richest market.

18 Marketing Maps of New York Streets alone,—the names and addresses of 20,000 retail dealers,—analyses of local conditions,—this invaluable information, together with the service of its Promotion Department,—the Globe offers to put at the disposal of any manufacturer who desires it.

*For further information, or to secure copies of this survey (\$10 a piece) address, Mr. JASON ROGERS, Publisher*

**180,000**  
Circulation

**The Globe**

NEW YORK

Member  
A. B. C.

## Goodrich Company's Idea of a Sales Convention

In a letter to **PRINTERS' INK**, E. C. Tibbetts, advertising manager of the B. F. Goodrich Company, Akron, O., outlines the purpose of the recent big convention of the salesmen of the company. He writes:

"We did not bring the salesmen to this convention in order to give them instructions in salesmanship, nor did we have in mind just a fine, good time. I believe that we might well call this convention a Home Coming, a sort of get-together party.

"In the address of welcome made by our General Sales Manager, W. O. Rutherford, he said:

"We are here assembled that we may better know each other, better realize each other's problems, and realize that we are all human, and that the other fellow may fail now and then in his good intentions to help along, just as we may fail ourselves, because we are human, with the same limitations and the same possibilities.

"It is the realization of the other fellow's problems in a generous way that is going to be one of the biggest factors in binding us together in one large unit.

"If you think of this affair only as a trip to the factory to pick up certain information regarding your specific line, if you regard it only in the sordid light of commercial relationship without thought for anyone but yourself, then I say to you that you will defeat the purpose of this convention."

## Are P. I. Readers "Classics"?

GEO. M. COLEMAN  
LUMBER

SCRANTON, PA., March 22, 1916.

Editor of **PRINTERS' INK**:

Thanks for sample copies, which are the first copies have seen of **PRINTERS' INK** for a number of years; enclosed find one dollar for six months' subscription.

Used to read **PRINTERS' INK** years ago, when Rowell first started it, and when Charles Austin Bates, who always took great care to write his name out in full, afterwards of "promotion fame," based on his **PRINTERS' INK** popularity, was the **BIG HOT-AIR MAN** of the publication.

When I see a man read **PRINTERS' INK** I know he is a "classic" in the business world, the same as when I see a scholar read Greek or Latin I know he is a "classic" in the educational world.

GEO. M. COLEMAN.

## The Value of the Brent Good Estate

The assets of the estate of Brent Good, manufacturer of Carter's Little Liver Pills, who died last November, which are taxable in New York State have been appraised at \$353,468. Mr. Good resided in New Jersey, and the value of the entire estate has not been disclosed.

## City Advertises Municipal Electricity

While a large number of cities own and operate municipal power plants, in the past most of them have looked with an unfriendly eye at the possibility of advertising to the consumer the electric current which they have for sale. Pasadena, California, is conducting such a campaign, however, urging the citizens of the community to employ municipal current. The advertising is published in the local newspapers and is paid for at their full advertising rates by the city; it is written by an advertising man in a breezy, vigorous style, which is as far as possible from the usual "dry-as-dust" formula with which a municipality addresses its citizens. Since the opening of the campaign, a few months ago, there has been a decided increase in the use of electric current in the city, although exact figures are not available at this time.

A typical advertisement is one which deals with the subject of electricity for cooking. "Cooking With Municipal Current Costs Less Than Two Cents an Hour" is the headline in thirty-six-point bold type, of a four-column, ten-inch advertisement, which continues:

"Every housewife in Pasadena is invited to drop in at the Municipal Lighting Department and see for herself the Automatic Electric Range in operation.

"It roasts, boils, broils, fries, bakes, with an absolutely even heat. Just set the indicator for the degree you desire, press the button, and the electrical current will be automatically switched off and on as the oven hovers above or below the temperature for which it is set.

"For a short time, the manufacturers are making a special introductory offer on this new automatic Electric Range of only a little more than half its regular selling price. See it in operation now, during this demonstration. Hours 9 a.m. to 5 p.m."

In the advertisement quoted, it will be noticed that a private manufacturer's range is advertised, though not by name. The municipal lighting department, which is responsible for the advertising campaign, places on exhibition in the city office electrical stoves made by various manufacturers and conducts demonstrations for the housewives in Pasadena. It does not undertake the sale of any stoves.

## F. W. Harvey General Manager "Extension Magazine"

F. W. Harvey, Jr., formerly Western representative for the *Boston American*, and previously advertising manager of *Technical World Magazine*, has been made general manager of *Extension Magazine*.

The José Gaste Cigar Company, London, Canada, have just started a newspaper campaign to advertise its new "Flag Head" cigars. A series of "teasers" were used before the name of the cigar was announced.

# CLEVELAND

## February, 1916, vs. 1915

The following figures show the Increases in Display Advertising published by the Cleveland newspapers for Cleveland Merchants.

### EVENING NEWSPAPERS

#### GAINS

The News . . . 50834 lines or 24%

The other Evening Newspaper 48090 lines or 14%

### MORNING NEWSPAPERS

The Leader . . 18662 lines or 21%

The other Morning Newspaper 7056 lines or 4%

### SUNDAY NEWSPAPERS

The Leader . . 27860 lines or 39%

The other Sunday Newspaper 1386 lines or 1%

In consideration of the fact that there were 29 days in February this year and only 28 days last year—and in justice to the Morning Newspapers, the above figures are for 28 days this year vs. 28 days last year. However on the extra day this year, Tuesday, February 29, as compared with the same day Tuesday, March 2—last year—the Cleveland Newspapers made the following Increases or Decreases in Local Display Advertising for Cleveland Merchants. News gained 2716 lines—the other evening newspaper gained 1260 lines—Leader gained 616 lines—the other morning newspaper lost 66 lines.

The Cleveland Leader CLEVELAND, OHIO The Cleveland News

Foreign Advertising  
Representative

*Line Block*

Inc.

250 FIFTH AVENUE  
NEW YORK

Mallers Building, Chicago, Ill.

Kresge Building, Detroit.

201 Devonshire St., Boston, Mass.

# Department Stores as Manufacturer's Competitors in Mail-Order Activities

Interviews with Thirty Leading Large Stores of the United States by an Expert Who Made a Thorough Canvass

THE title of this article must not be construed either in the affirmative or negative, that is as taking the stand that competition either does or does not exist, until the last word has been read, for there are facts to support either contention. The decision must rest with the reader and should be withheld until the case has been presented in its entirety.

As a matter of fact there are those who contend affirmatively and those who deny their contention.

Naturally the manufacturer who provides no organization for supplying the public with his product by mail sees no premises from which to argue. Within reasonable bounds he desires to place his goods in as many department-store catalogues as possible.

There are manufacturers, however, who sell direct and these are very much interested in the question. In fact to many of them it is a vital issue.

The manufacturer will be interested in the fact that the great Macy store in New York something over three years ago discontinued its mail-order advertising, not because that section of the business was not expanding or making profits, but for the reason that the business had grown to such large proportions that they feared it would become an incubus upon the firm's regular, legitimate business of selling merchandise at retail over the counter.

A member of the Macy firm stated to the writer that just before the discontinuance of their catalogue and their bid for mail-order business, the volume of mail sales had grown to such proportions that the store faced the necessity of separating its mail-order business from the regular retail business; the organization

of a special staff to handle it; and the occupancy of a special building separate from the retail plant required for economic administrative purposes.

Very careful consideration was given the matter and the final decision was to discontinue mail-order appeal and confine efforts to over-the-counter selling, though the store continues to fill a large number of mail-orders originating from its regular newspaper advertising.

## WHERE MAIL-ORDER BUSINESS CONFLICTS WITH THE RETAIL

Much merchandise has to be very differently bought, "stocked" and handled, according to whether it is for retail selling or for mail-order business. When the business in both assumes quite large volume they seem to conflict. The buyers for the various departments seemingly cannot successfully push both ends. Either one or the other is apparently sure to suffer.

Merchandise in which style is an important element is handled only with great difficulty in many instances. In the "turning" of stocks for the regular retail selling, "numbers" are cleaned out long before catalogue demands cease. This makes for complication, dissatisfaction and sometimes loss. It also distracts the buyer's attention and unbalances his margin of cash for buying.

To be sure, Macy's still does a mail-order business, as do almost all other stores whose influence is sufficiently wide to be felt outside a restricted local field, but it does it as a matter of necessity and in response to the regular daily and Sunday newspaper advertising rather than in response to specific effort. Much of the store's mail-order business is with suburban dwellers. In bad wea-

ther the mail and telephone orders increase for obvious reasons. On some of Macy's offerings its mail-order business is restricted or withheld altogether. Its mail-orders are almost exclusively for merchandise currently advertised or of staple, all-the-year-round character.

Such orders require no special stock, can be filled inexpensively and are desirable.

When a sale is put on for one day only, and so advertised, the department store generally protects itself by some qualifying announcement or limit as to mail-orders.

In the case of circulars sent out in packages, staple lines, likely to be in stock for some time, are used exclusively, unless the announcement is made of a limited time of sale.

The action taken by and the experience of the Macy institution has been cited. That other New York stores continue to issue a catalogue shows the diversity of opinion and experience in the matter of mail-order business by large retail establishments in that particular city.

That the mail-order business as a distinct business is profitable and capable of great expansion is attested by the success of such houses as Sears, Roebuck & Co. and Montgomery Ward & Co., of Chicago, with their annual millions of sales covering everything from a tack hammer to an automobile; from a five-cent doll to a ten-room house ready to be put on its foundations—a fine, tenantable house at that! And these two concerns are only the leaders among the many.

Whether or not the mail-order end of a big retail business is profitable and desirable depends upon many elements.

#### IMPORTANCE OF THE BIG CATALOGUE

Let the leading stores of the country speak for themselves. Here is what Strawbridge & Clothier, that fine old Philadelphia institution, have to say regarding their mail-order business and catalogues:

"We still issue catalogues.

Any concern that is going to build up, or keep up, a mail-order business of any magnitude must do so. Just what these catalogues should be is another question. We have tried all kinds. In the spring, we ran four different books—a spring Fashion Bulletin (one-cent book), issued the first of March; a general spring catalogue, issued the first of April (two-cent book); a summer Fashion Bulletin, issued the first of May (one-cent book), and a summer catalogue, issued the 15th of June. This fall, we sent out the autumn Fashion Bulletin the first of September (one-cent book) and about the 15th of October we will mail a large winter catalogue and the Christmas gift book—this will be the largest catalogue Strawbridge & Clothier have ever issued.

"There is a great deal to be said on both sides of this store catalogue question. From the standpoint of the store, the smaller books are better. We are inclined to think, however, that from the standpoint of the customer, the big book is better. Every prominent mail-order success has been won on the big book. It is much harder for a store to issue and keep up a large catalogue than it is for an exclusive mail-order house, but I think that this must be done if strong mail-order competition is to be met.

"The big books must be supplemented through the year by smaller sale circulars and literature from the other lines which a store specializes in. With us there are five distinct seasons which must be covered—the January white sale; the spring season (cloth suits, coats, and so forth); the summer season with wash garments and other seasonable merchandise; the early autumn garment and school business; and the winter goods and gift stuff for October, November and December—the cream of the whole year for mail-order business as well as for floor sales. The exclusive mail-order houses, such as Bellas Hess, National Cloak and Suit Company, Sears, Roebuck, issue their complete autumn and

## **"Specialized Journalism has not by any means reached its goal"**

—Emerson P. Harris

That is why we now publish four papers, all in the railway field, where one used to suffice. And that is why we will bring out a fifth just as soon as conditions warrant.

The number of actual *paid subscribers* to the Railway Age Gazette on February 15, 1915, was 9,215; and on February 15, 1916, it was 9,279. (Both figures include the Maintenance-of-Way issue.)

The number of actual *paid subscribers* to the Railway Mechanical Engineer on February 15, 1915, was 4,122; and on February 15, 1916, it was 6,888.

The number of actual *paid subscribers* to the Railway Signal Engineer on February 15, 1915, was 3,882; and on February 15, 1916, it was 4,631.

The number of actual *paid subscribers* to the Railway Electrical Engineer when we bought it (November, 1915) was about

1,000; and on February 15, 1916, it was 1,620—and still climbing.

Less than eight years ago the one paper that almost completely covered the railway field (the Railway Age Gazette) had some 6,000 paid subscribers—more than all the other railway papers in America combined.

To-day, that paper and its three subsidiaries have a total of 22,418 *actual paid subscribers*, with an overlap of less than 5 per cent between all four—something like ten times the number of actual paid subscribers of any other railway paper in the world!

And it is all due to specialized journalism.

## **Simmons-Boardman Publishing Co.**

New York

Chicago

Cleveland

All the Simmons-Boardman Publications, RAILWAY AGE GAZETTE, RAILWAY MECHANICAL ENGINEER, RAILWAY SIGNAL ENGINEER, and RAILWAY ELECTRICAL ENGINEER, are Members of the Audit Bureau of Circulations.





winter catalogue very early in the season. This means that the merchandise must be selected in May and June, or possibly earlier. We issued a small Fashion Bulletin the first of September to catch the early season business, and then revised all of our fashion pages with such changes as are necessary for our large winter catalogue.

"We do not keep up separate mail-order stocks entirely, but arrangements are made to have these stocks readily accessible if they are not actually carried in reserve. In our garment lines and many others, for instance, we try to deal almost exclusively with Philadelphia manufacturers; as orders come in the manufacturer can make immediate shipment to us, so there is not much delay in our shipment to the customer.

"Our mail-order business is a distinct branch and the auditing department keeps a sales record of the M.O.D. sales in each department. An entirely different sales-check is used for M.O.D. business. The mail-order department is run entirely at its own expense, and this expense must be kept within the proper ratio. Mail-order advertising is a distinct charge from the city advertising; we have our own accounts for salaries, postage, and all supplies—even down to rubber bands and pencils.

"It is, often times, necessary to substitute—even the exclusive mail-order houses have to do this, although not so much as the stores. In our order-blanks and other ways we request that customers make first and second choice. In case substitution is necessary, we never send a higher-priced article than the customer asked for, and try to get it near the pattern, size, and so forth, to the one the order calls for. We also emphasize that if the purchase is not entirely satisfactory it is returnable for credit, exchange or refund."

#### DOESN'T SEEK THE BUSINESS

On the other hand, read the attitude of R. H. White & Co., of Boston. They say: "In all of our

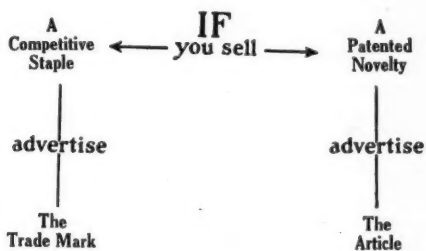
newspaper advertising we place 'Mail-orders Filled' just above the firm name-plate. This brings in quite a large business. In addition, many people living outside of Boston who have traded here for a number of years by mail seem to have received good enough service to keep the trade coming in, but we do not publish any literature specially for mail-order distribution, nor do we buy any merchandise, lay aside any merchandise, or specially price any merchandise for mail-order purposes. We simply take whatever business comes in without any effort on our part to get it, and handle same the best we can.

"We have reached this position after having in the past made many attempts to build up a mail-order business, having carried an expensive mail-order organization and spent a great deal of money in publications for mail-order distribution. Our trouble was not so much that we did not get orders, but we did not seem to be able to fill our orders satisfactorily. After looking into the matter very carefully it seemed to us as though the mail-order business was something entirely separate and distinct from the department-store line and not only would we have to have a very efficient organization, but separate stocks of goods bought and carried so that mail-orders could be filled over night. Our regular departments throughout the store somehow seemed to antagonize this plan rather than co-operate with it and in the end we felt the task too big a one to undertake, so dropped the whole thing."

Again Marshall Field & Co., of Chicago, have this to say with regard to their mail-order business:

"We do not issue a catalogue in our retail, but are always glad to quote prices and send samples, when possible, to customers. It is not customary with us to push our mail-order business on account of our wholesale, but we do a very satisfactory mail-order business.

"We do not have separate sections for mail-order trade, but



**But Your Product \_\_\_\_**

**Hanff-Metzger**  
Incorporated  
**Advertising Agents**  
95 Madison Ave., New York

*Write (on your business letterhead) for  
the Hanff-Metzger "Blueprint"*

# To The Front Again

General Public orders SCIENTIFIC AMERICAN  
in its new uniform.

15,000 additional circulation — and growing.

## Colored Covers Every Week

52% increase in advertising during February 1916

MUNN & COMPANY, INC. . . . PUBLISHERS

the orders are filled by the regular sections throughout the house. We never substitute goods unless it is absolutely necessary, but always try to have orders filled with some judgment, having in mind at all times the wishes of the customer."

Mandel Brothers, also of Chicago, publish a mail-order catalogue. They say: "We have been in the mail-order business for a great many years. We keep separate stocks from which mail orders are filled. All mail-order houses find it necessary to substitute, at times. Each selling department is given credit for the goods sold through the mail-order department. We have separate numbers for the mail-order garment sections."

The Jordan Marsh Company, of Boston, does not publish a mail-order catalogue, though one would think that if any house in New England could profitably do so, it would be this one. This company says: "We do not publish a mail-order catalogue now, as we found it very difficult to fill orders after the catalogue had been out for any length of time, as the goods would be all sold. We do publish, about 20 times a year, an eight- to ten-page circular of Special Sales in various departments, which is mailed to our New England customers, also small flyers which are enclosed in our mail-order correspondence and sample requests."

"These we find very satisfactory and with a very few exceptions, we are able to fill all orders. Under this arrangement it is not necessary to keep a separate stock of goods for our mail-order customers. Our orders are handled by mail-order clerks who select the merchandise the customer orders and the department makes out the sale and treats the transaction as though the clerk was the customer purchasing."

Gimbel Brothers, New York and Philadelphia, issue a large mail-order catalogue. They say: "We do not carry separate stocks, and daily sales are credited to the merchandise departments. As to substitution at the tail-end of each

catalogue season, this is controlled in great part by the character of the merchandise."

#### HOW BLOOMINGDALE FILLS MAIL ORDERS

Bloomingdale Bros., New York, say: "During the past six months we have greatly enlarged on that branch of our advertising which takes care of circulars, pamphlets and catalogues. We intend to do more of this kind of advertising as soon as our mailing lists are completed."

"We receive mail orders from this kind of advertising which are filled by what we term mail-order clerks, whose duty it is to take the customers' orders, and have them filled at the various counters, for which each department receives credit, in the same way as for purchases made by our regular customers. Orders we receive by mail for goods advertised in the newspapers are handled in the same way. The mail-order department proper was given up by the firm over twenty years ago."

A. T. Lewis & Sons Dry Goods Company, of Denver, says: "We do not issue a mail-order catalogue—have not found it satisfactory—have not found that the mail-order business is profitable in itself. We handle our mail-order business as an accommodation department and as a part of every department in the store, allowing each department to have credit for the goods in its line sold through the mail-order department."

The J. B. Greenhut Company, of New York, does a considerable mail-order business, but strictly on current merchandise. It issues no catalogue.

The William Hengerer Company, of Buffalo, and James McCreery & Co., of New York, closely associated, do not issue mail-order catalogues, presumably for good reasons.

B. Altman & Co., one of New York's highest-class stores, have issued two catalogues a year for some years. Some departments carry separate stocks. Their mail-order department is a sep-

arate part of their business.

Lord and Taylor, of New York, do not issue a regular mail-order catalogue. However, they do issue a series of from six to eight booklets or leaflets per month, which are enclosed in all letters sent to mail-order customers.

They do not buy special stocks for mail-order customers. In selecting the merchandise for advertising in national publications and in booklets they ascertain the amount of stocks on hand and prepare advertising accordingly.

They do not substitute merchandise selected from advertisements without first receiving the permission of the customer.

Each department is given credit for the amount of business done through the mails, so likewise is the mail-order department credited with the aggregate amount.

John Wanamaker publishes a mail-order catalogue, issuing the various numbers at seasonable intervals. He keeps each main catalogue up to date by issuing an additional supplementary catalogue of but a few pages—anywhere from 16 to 32.

He keeps separate stocks entirely apart from the regular store business.

As a consequence of maintaining these separate stocks he does not have to substitute in filling orders received a long while after the issue of the catalogue.

#### DIRECT ADVERTISING METHODS OF STORES

Wide-awake retail stores everywhere are alive to a profitable method of direct advertising that is comparatively inexpensive and which seems to produce very satisfactory results. I refer to the small four, eight, twelve or sixteen-page leaflets which they enclose in packages with merchandise, send with bills to charge customers and have in convenient places about their stores for customers to take at will.

These bring sometimes quite a satisfactory volume of mail-orders because they are for specific lines of current merchandise.

Many such circulars are issued

at the expense of some manufacturer whose line is exclusively represented in the circular, or a part of the expense is paid by the manufacturer. They are, of course, not competitive, but an effective co-operation with the manufacturer.

Such circulars issued in lots of 5,000 to 50,000 have been found very successful by many stores in co-operation with manufacturers of men's hats, trunks, toilet goods, household utensils, furniture specialties, women's garments, sweaters, gloves, silk underwear, books and other lines of merchandise.

Unless the goods advertised in these leaflets are of such staple character that they are sure to be in stock for several months after the distribution of the circulars, most houses find it advisable to print on the leaflets or circulars some restriction, such as, "The merchandise here announced will be available at these prices only until December 1st," or something of similar import.

In the days gone by, and to some extent still, though in lessening degree, some manufacturers have regarded the department store mail-order catalogues as competitors, for the reason that prices were cut in some instances.

For instance: a manufacturer of sweaters three years ago lost the trade of a large New York store because its buyer one day ran across the catalogue of another New York store which listed the leader of the line at 20 per cent less than he was able to sell it for at a fair profit. The manufacturer never got back the account, but he had a valuable experience.

Precisely the same thing happened to a big Philadelphia toy manufacturer. A baby-carriage manufacturer suffered likewise, and so did a chair manufacturer on his best "number" in morris chairs.

On the other hand, a small woolen-underwear manufacturer attributes the greater part of his success to getting his lines in catalogues, and through their successful mail-order sales, getting them placed on the counters of several large stores.

## **Poster Advertising**

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The design is the key-  
note: also the back-  
bone of a POSTER.

---

15 years of experience  
exclusively in

## **Poster Advertising**

may not enable us to  
produce the best de-  
sign every time—  
—but we do know  
what to discard.

---

**American Poster Co., Inc.**

DONALD G. ROSS, President

110 W. 40th Street, New York City

Official Solicitors for

POSTER ADVERTISING ASSOCIATION

PRINTERS' INK

POSTER ADVERTISING SERVICE

Spring's Fairest Styles

Divorced from Extravagance  
with FIFTH AVENUE'S approval

At the NEW

**Redell**

FASHION SHOP  
NEW YORK  
BROADWAY  
NEWARK

19 West 34th St.  
opposite Waldorf-Astoria

PHILADELPHIA  
ST. LOUIS

Atmosphere



# Atmosphere

THAT subtle thing called "atmosphere" which conveys quality and distinction through impression, rather than argument, is at its best where space and color are fully available.

Hence, the supreme value of the picture, as presented by POSTER ADVERTISING, where everything helps in the presentation of a great artist's finest conception. Impressions are accepted without hesitation where arguments are often disputed.

The power of the poster in portraying an atmosphere of quality and style is interestingly shown in the example reproduced. *Write for estimates.*

## Poster Advertising Association

1620 Steger Bldg.  
CHICAGO, ILL.

### OFFICIAL SOLICITORS:

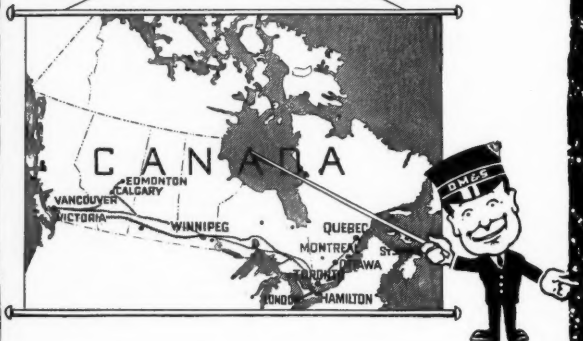
GEORGE ENOS THROOP, Inc.  
C. R. ATCHISON  
POSTER SELLING CO.

8th Floor, Tower Building, Chicago, Ill.  
Atlanta, Ga.  
722 Chestnut Street, St. Louis, Mo.  
AMERICAN POSTER CO., Inc.

THE A. DE MONTLUZIN ADVERTISING CO., 1132 Union Trust Bldg., Cincinnati, O.  
IVAN B. NORDHEM CO., - - - - - Marbridge Building, New York; Pittsburgh: Chicago  
A. M. BRIGGS CO., - - - - - Peoples Gas Building, Chicago, Ill.

110 W. 40th St., New York City

# ADVERTISE IN



## Now Is the Time

To build up your sales in Canada when bank clearings, railway earnings and customs receipts show how wonderfully trade has improved.

Is there any better way than by placing a sample of your goods or a story about them directly into the hands of those whose trade is solicited?

Our service enables you to reach the homes of 1,688,000 people by house to house distribution of your advertising matter in the following Canadian Cities:

Halifax, N. S.  
St. John, N. B.  
Quebec, Que.  
Montreal, Que.

Ottawa, Ont.  
Hamilton, Ont.  
Toronto, Ont.  
London, Ont.

Winnipeg, Man.  
Calgary, Alta.  
Vancouver, B. C.  
Victoria, B. C.

The special delivery to a general list or to professional men, such as Doctors, Dentists and Architects of sample copies of magazines, books, catalogues, calendars, food or other samples can be arranged in a hundred of the largest Canadian Cities, including all of the above.

Window displays, dealers' samples and other dealer helps for grocery, drug, shoe, clothing and hardware merchants may be shipped to us in bulk and distributed as you may instruct.

Receipts obtained for all special deliveries and forwarded to you promptly for follow-up purposes.

Some feature of our service may be of unusual value in promoting the sales of your product in Canada.

May we tell you what we can do for you?

No obligation is incurred in asking.

### DOMINION MESSENGER & SIGNAL CO., LIMITED

Associated with the G. N. W. Telegraph Co.

HEAD OFFICE, TORONTO, ONT.

Offices in every large city. S. B. McMichael, General Manager

# How Lucas Is Flanking the Market That Defies Frontal Attack

In Paint Situation, Master Painter Controls Three-quarters of Business, but "Lucas Paints" Find a Way to Gain Ground Through Dealer and Householder

By Charles W. Hurd

**A**BOUT the toughest sales problem any advertiser has to crack is where the one big influential sales factor stands squarely across the road, barring the way to business, and direct attack on him is impossible, because, among other things, he is at the same time ultimate consumer and *de facto* competitor of the advertiser. In many fields the jobber was just such a factor. Every manufacturer who has taken up advertising to escape that domination has a lively recollection of what the struggle once meant to him. But his difficulties were probably trifling compared with those in the paint field. Here, it isn't a jobber who can be defied. It's a master painter who must be courted.

With thorough intention and honesty he has blocked the way of the paint advertiser so far as he has been able. He wants to mix all the paint he uses himself. It's been part of his business to do so, and there has been a profit in it. So he will not listen—most of him will not listen—to any change. He is too strong to be carried by direct assault. You must flank him, turn his wing, tunnel under him, zeppelin over him—or else not get there at all. And you must effect his capture absolutely without damage to him or his business, winning him over to his own more profitable good and making a friend of him for life.

## EVERY ADVERTISER UP AGAINST IT

That is a problem that every single paint manufacturer has been up against. Every solution is only partial, but so far as it goes it is almost invariably and almost inevitably in large measure an advertising one. And it is as

an advertising solution that the campaign of John Lucas & Co., of Philadelphia, is interesting. Lucas & Co. are one of the oldest and most successful advertising houses in the country, with a general distribution.

The master painter is the big factor in the paint situation, as said, but he does not furnish a key to it. In nine jobs of paint-



*Page by Page  
You Can  
Plan Room by Room*

With the Lucas FREE Book—It's Complete—  
*The Art of Interior Decoration*

in rich color plates exquisitely portray the ideas of expert decorators—including all those extensive details that go to make the "Home Beautiful"—such as in your walls, and in floor—apart from the kind—of color scheme. Even the size and shape of furniture, draperies, rugs, and accessories. Suggests an artistic arrangement for each. For instance: how to hang pictures. Write for your copy now.

**Lucas Lu-Co-Flat**  
The Beautiful—Sanitary—Washable Wall Finish

—as described in this book to show you how an infinite variety of artistic wall effects can be easily and economically obtained. With several more Lu-Co-Flat has a beautiful self-applied, durable result. Can be covered with a shiny stain, and kept absolutely fresh and clean. Lu-Co-Flat does not peel, crack, or stain in any way. Made in 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260, 270, 280, 290, 300, 310, 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, 480, 490, 500, 510, 520, 530, 540, 550, 560, 570, 580, 590, 600, 610, 620, 630, 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 790, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 910, 920, 930, 940, 950, 960, 970, 980, 990, 1000.

**Write Now for This Book!**  
You will find its provisions a real home inspiration. Send no coin or stamp and please give your dealer's name. Address:  
**John Lucas & Co., Inc.**  
Office 1000, Philadelphia, Pa.

BOOK PICTURED IN THIS MAGAZINE AD HAS BOTH PRACTICAL AND PRESTIGE VALUE

ing out of ten his word is law. The average house-owner has not yet reached the point of knowing or caring enough to decide the paint question for himself. He puts it up to the painter, whom he may know as a neighbor or lodge brother, and the painter naturally votes for what he thinks is his own pocket; that is, he buys the paint ingredients and

mixes them himself, thereby adding a manufacturer's to his painter's profit. According to the best opinion available in the trade, more than three-fourths of all the paint used in this country is mixed by painters. Only the small balance is sold mixed, branded and advertised.

With this three-quarters of the business in their pockets the master painters, as a body, have sternly resisted all blandishments

operating in an aggressive, widespread constructive campaign to educate house-owners to paint oftener than in attempting to hamper that campaign. They cannot defeat it; it must inevitably sell more and more advertised ready-mixed paint, and the painters can get a bigger proportion at once by going with it.

But the painters as a class do not see this. Advertisers have worked on them and deluged

them with educational matter without having been able to change their general sentiment. This is largely because they are not, as a whole, business men. And as they cannot, of course, be eliminated and must not be antagonized, they are a big problem to the advertiser.

Then, as to the flanking wings of the painters' position, the dealers and house-owners.

#### TRYING TO SPUR DEALERS

The dealer is, of course, important, but not as an active, aggressive unit at this time. Some are active and advertisers are continually holding out inducements to make them all so. But, except under circumstances which I shall mention later, the dealer could not be relied upon to "educate" the painter.

In the first place, the painter is his customer, and must be indulged. And, second, the painter knows more than he does about paint. The one strong point is that the up-to-date dealer carries only one full line of paint; he is either a Lucas or someone's else agent; and he must give what help he can to the manufacturer's promotion, with due allowance for his other business.

The house-owner, on the other



**The Giant Painter Says—**  
**"Don't Mark Your House Down with Cheap Paint!"**

That's exactly what you do when you experiment with "cheap," inferior paint. To "save" a few pennies per gallon, you take hundreds of dollars from the market value of your place. You lose in covering quality and wear as well as in looks.

**Lucas Paint**  
*"Purposely Made for Every Purpose"*

Is made to a standard—uniform—of right materials—the result of 67 years of careful, honest paint-making. It has life—elasticity—beauty. It gives your home a 25% to 50% better selling-value—better living value. Use Lucas Paint on everything paintable about your home and farm. It's ready to use—and the most truly economical.

*Send today for Free Book of Painting Help*

**John Lucas & Co., Inc.**  
 Office Philadelphia, Pa.

The Giant Painter

TRADE-CHARACTER HOLDS STRATEGIC POSITION IN FARM AND SMALL-TOWN COPY

that would seek to deprive them of the extra manufacturing profit. National advertisers have pointed out to them again and again that they can get generally better paint if they buy it ready-mixed, and can, therefore, give generally better satisfaction and get more business, that their time is worth more as painters and business men than as mixers of paint, and that there is a good deal more in it for them in co-

# The Vital Spark of Industry

Electricity is the very life of modern industrial activity. It keeps lights burning and wheels humming. Its energy sustains the world's greatest commercial enterprises. It links continent with continent. It conquers time and space.

From the earliest dawn of the electrical industry,

## ELECTRICAL WORLD

has been an integral part of the industry and its recognized authority. Continuously, since that time, the Electrical World has been FIRST.

It has always been first to anticipate, record, analyze and disseminate every thought, fact and tendency worth noting in the electrical field.

It is still first as an authority; first as a powerful, constructive driving force; first as a potent sales influence. Its preeminence is recognized the world over.

The advertising pages of the Electrical World exert a powerful influence on the field in promoting sales for manufacturers whose products help in building up this great industry.

Make the Electrical World  
the dynamo of your sales circuit.

**McGraw Publishing Co., Inc.**

239 West 39th Street, New York

Electric Railway Engineering Electrical  
Journal Record World

Metallurgical and Chemical Engineering

Members Audit Bureau of Circulations



**THE GREENLEAF CO.**

Advertising and  
Merchandising Counsel  
185 Devonshire Street, Boston

announces that

**LEWIS E. KINGMAN**

for eight years advertising  
manager of the Florence  
Manufacturing Company  
makers of the Pro-phy-  
lac-tic Tooth Brush will  
on April 20th become asso-  
ciated with The Greenleaf  
Co.

flank, is not commonly a consumer. The painter is the real consumer. Even when the owner specifies an advertised brand, it is generally the painter who buys the goods. To try to get the house-owner to buy the paint would be loading him up with more work and responsibility. But he owns a house that needs painting; he cannot get away from that; and that is his vulnerable point.

Now, whatever educational work Lucas or any other manufacturer does must be done without stirring up the painter. Lucas, for example, cannot talk about the superiority of mixed paint. He can only strum away on the two chords of his own name and the owner's interest. And, while the advertising of the lead and zinc interests does have an effect on the house-owner and awaken him to the need for better painting, it does not lead directly and necessarily into sales of ready-mixed paint.

#### GETTING TWO FACTORS TOGETHER

So the problem could not be solved by Lucas by going directly after the painters, or aggressively after the dealers and house-owners, but only by getting the house-owner and dealer together in some way. When the owner had been reading the house's ads and had come to feel a sentiment that he ought to brighten up his place, he had generally consulted a painter, and the painter had taken over the job and probably handled it in his own way.

But if the owner could be made to go to the dealer's store and were convinced that he wanted Lucas paint, then the dealers might get a chance to recommend a painter, and the painter would take the job and give the house-owner what he wanted. The small profit on the mixing would be nothing in comparison with the job. And he need not lose the amount of the profit at all.

In other words, the previous relations of the dealer and painter have in this case been reversed. It is no longer the painter who bestows his patronage on the deal-

er, but the advertiser's dealer who puts a new job in the painter's way.

As the dealer is a business man and comes in contact normally with more house-owners than the painter does, the house of Lucas evidently figured that this new relation was the logical one and could be established. It had everything in its favor. It meant greater service to the house-owner, more profit to the dealer, and more work, reputation and money for the painters who co-



**You Must Paint!**

Every building or shed on your farm needs paint every few years, just as your stock needs food every few hours. Your stock will starve if neglected. Likewise, your buildings will rot or decay if you neglect them. And use the best paint, just as you select the best feed. That's why we recommend

**Lucas Paint**

with 65 years' paint-making behind it. We are glad to sell Lucas Paint, because every can is the result of this vast experience combined with Lucas know-how, Lucas equipment and Lucas perfect factory system. This paint-making efficiency makes possible the highest quality paint standard.

(DEALER'S NAME)




EDUCATIONAL WORK IN FARM PAPERS ON DEALERS' BEHALF

operated; in fact, for all good painters.

How long Lucas & Co. have seen and been studying the possibilities in this new adjustment does not appear. According to the trade, it is only within the past year or two that they have really begun to get all the different factors lined up and the advertising fitted to the real needs. The thing that shows that they are on the right track is not alone the increase of business, but that a large proportion of it comes from old dealers, and that, in



many cases, according to the house's own statement, the number of their customers has been doubled over that of the previous year and the sales and profits per unit largely lifted.

The campaign this year is the biggest and most important Lucas promotion ever started. With the advertising announcements and dealer-literature before us, we can divide it into three parts.

Take the painter first. The house naturally wants him to be friendly. It wants him to know it is with him and is not trying to ignore him, or take business away from him, but, on the contrary, make more for him. It has told him that in two big broadsides, which it evidently sent to a selected list of several thousand names given by the dealers.

#### "GIANT PAINTER" HELPS

Two or three years ago the house adopted a trade-character, "The Giant Painter." The possibilities of this are now becoming apparent. The advertiser is not only carrying it in its consumer-advertising, as well as the trade-papers, but it is asking the painter if he wants to be the "Giant Painter" of his locality; if he wants to use Lucas paints exclusively on his jobs. The tie-up with the dealer is pointed out to him as one of the arguments for doing so. The dealers are helping, and it is understood that the house is really getting a considerable number of recruits. But the real object of the advertising is probably attained if the painter realizes the Lucas purpose and does not actively combat it.

The campaign on the house-owner, into which most of the advertising appropriation apparently goes, has developed several interesting points. It is divided between three women's magazines, one national weekly, one religious weekly, four general magazines and nineteen farm papers, reaching a total of more than 9,000,000 families. For the magazine inquirers there is offered a rather handsome booklet on the "Art of Interior Decorations." It has pictures of ten interiors, finished in

different styles; one an Elizabethan reception-hall, another a Chippendale dining-room, and so on.

The services of the best decorators were used to get these technically and artistically perfect. The drawings cost \$100 each. They are reproduced in four colors. For the farm-paper inquiries a practical booklet on "Painting Helps" and a folder on "Save Money on Paint" are used.

#### SEND ORIGINALS TO TRADE

According to trade information, the practice in regard to inquiries is unusual. The house keeps a copy and turns the original over to its salesman in the territory, if it has one there, to be handed to the dealer. If there is no salesman there, it is mailed to the dealer. The original letter has, of course, a very much better effect than a copy would have. With a number of such letters from one section, a salesman must often be enabled to open up new accounts.

It might be objected that the artistic standard of interior decoration shown in the booklet is rather high for the public at large, the people to whom it is probably going, and that is very true. But probably it is purposely pitched high. No doubt the house is "trading up." If the inquirer has not reached that standard of decoration or cannot afford it now, she will at least wish to come as near it as possible. She will be impressed by it as she would not be by a cheaper and for her more "practical" book. It is a book she will keep and ponder over and judge things by.

She may never get any further than using some of the Lucas "Home Helps," which are paints and enamels for domestic use, but, then, again, she may, or the booklet may be the means of turning the next house-painting or interior-decorating job over to a Lucas dealer. It makes for Lucas good will. And that is very likely the reason why, even when the company advertises the "Home Helps" to "do over grandmother's

# Scribner's At The Top of The List

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South Yarmouth,  
Massachusetts,  
February 18, 1916.

Charles Scribner's Sons,  
Fifth Avenue at 48th Street,  
New York City.

Gentlemen:

An impartial examination of the short stories published during 1915 in forty-six American magazines compels me to reaffirm the unquestionable leadership of Scribner's Magazine.

Of the eight periodicals whose fiction I studied during 1914, Scribner's Magazine revealed the highest percentage in stories of distinctive quality. During 1915, Scribner's Magazine has surpassed its previous average by 13%.

71% of the stories published in Scribner's Magazine during 1915 I find to be distinctive. I am recording the statistics of my findings at greater length in my book, "The Best Short Stories of 1915"; but, stating the facts in their briefest terms, I may say that Scribner's Magazine, in the quality of its short stories as estimated upon a percentage basis, passes its nearest contemporary by an appreciable margin.

The three periodicals to whose fiction the man of letters most instinctively turns are Scribner's Magazine, Harper's Magazine, and The Bellman. Of these three periodicals, above all others, the literary contents are invariably satisfying. And of these three, during the past two years, Scribner's Magazine has succeeded in maintaining the most nearly level high average in its fiction.

Sincerely yours,

*Edward J. O'Brien.*

## A LARGE MANUFACTURER WANTS A MAN

WHO UNDERSTANDS SELLING SOAPS,  
TOILET ARTICLES, PERFUMES,  
EXTRACTS, ETC., THROUGH AGENTS

BY MAIL

WONDERFUL OPPORTUNITY FOR  
MAN WHO CAN GIVE RESULTS

ADDRESS P. E., BOX 438

CARE PRINTERS' INK

## Agencies Make More

on Newspaper Classified orders by "clearing" them through us.

There's more actual money in it because the profit (our full commission to you) is *net* profit. No need to deduct from it your time, office expense, work and worry. We handle all the details.

Why not transfer your Newspaper Classified business this season from the "Debit" to the "Credit" side of your ledger?

Eastern Agencies should use our New York Office—all others, the Toledo Office.

Agencies should send for Bulletin No. 135, Rate Card and Commission Proposition.

Advertisers should get our latest lists

## ARKENBERG SPECIAL AGENCY

704 World Building  
NEW YORK, N. Y.

Phone  
Beekman 2252

**Publishers' Representatives**  
**NEW YORK and TOLEDO**

408 Madison Ave.,  
Toledo, Ohio

Phone  
Home Main 5893

old rocker," or what not, it nevertheless offers the booklet on "Interior Decoration."

The purpose of the "Home Helps," too, is partly promotion; it's a form of sampling. There is a good business in it, but it unquestionably does pioneer work, also, in familiarizing the household with the name and quality of Lucas paint and paves the way for bigger work. When the advertising department writes the house-owner, it supplies the dealer, at the same time, two letters for him to write the owner. This completes the tie-up with the local and business end of the proposition.

This does not close the house-owner chapter. There are, of course, plenty of people who do not answer the ads whose houses nevertheless need painting. There is a system for getting at them. The company asks its dealers and their clerks to make a note of all the houses they see which need painting and to send in their owner's names. Then it writes the owner a series of three follow-up letters.

One of these letters carries a little novelty in the form of a transparency showing the outline of a house with the roof and trim colored. To see what the house would look like painted, you put colored "chips" under it.

Now half a dozen of the paint manufacturers have already had transparencies like this for exactly the same purpose, but strangely enough, instead of trying to make them realistic, they had a black sky and grass, or a gilt house or something like that which failed utterly to convey any proper idea of the appearance of the painted house. And consequently these transparencies have never made any noise in the trade.

#### PERFECTING A TRADE-HELP

Obviously the Lucas people looked these over and asked themselves what they would appear like if the roof of the house were made dark green, as it usually is, and the grass green, which is the well-known habit of nature, and the sky blue with white

clouds. At any rate, it did it, and the result must have been surprising in its realism and attractiveness. It has been out some little time, but the novelty has not worn off. Everybody who sees it wants to play with it, putting first one color and then another under it and also combining them.

The plan was worked this way. The house enclosed the transparency and four-color chips in one of its letters to the house-owners and said that the local Lucas dealer had *twenty more chips* of different colors and would be glad to show them to him or her. In a large number of cases the house-owner is said to have gone to the store to see.

If, however, this does not always bring the owner to the dealer, it affords a good excuse for the dealer to approach the owner, and even when this cannot be done, it makes a link in the chain, for in the meantime the dealer has been provided with a generous quantity of outdoor signs, fiber posters for trees and sides of barns, road signs and an agency sign identifying the dealer; and with a lot of souvenirs, like rulers for children, blotters, fibre package-handles, and the like.

The transparency raised the cost of the follow-up letter containing it, must have trebled it at least, from four or five to fourteen or fifteen cents, but if it only did the one thing of giving the series *serial value*, both for owner and dealer, it was worth it.

#### STRONG WITH THE DEALER

Now, these several angles of promotion must certainly have put the house in a strong position with the dealers. It was advertising rather heavily, it was showing them the real points of contact with their market, was conducting a direct campaign on possible customers for them, which campaign they could test and could help by sending in names of prospects and it was sprinkling their territories with signs of many different kinds.

A large list of dealers was cir-

cularized with a series of ten letters and enclosures. The number is not an unusual one in the trade, but it makes a big difference how it is done. One of the pieces of advertising literature contains a diagram of the campaign. This went out to the dealers with letters bearing on each of the salient points in turn. The value of co-operation, the function of national advertising, what the farm-papers would do, the local newspaper advertising, for which electros would be furnished, and other topics were discussed, each in one letter, with enclosures bearing on it. One letter contained a list of all of our mediums, with circulation by States. The next to the last contained a résumé of the campaign and the last showed pictures of the "Giant Painter" cut-out, the window-trim and a suggestion for display.

#### DRAWN TO DEALER'S STORE

These trims and the cut-out bring the public, educated by magazine, farm-paper, sign and direct advertising, right into the dealer's store. There was only one force and link lacking up to this point. It was supplied in the newspaper electros furnished to the dealers on demand. These appear to depart from the best practice of advertisers, in the fact that the manufacturer's name and story virtually monopolize the space and leave dealer's name only at the bottom.

But the fact is understood to be that Lucas & Co. pay for that local advertising themselves, or in rare instances share with the dealer, according to the space. They make him a certain allowance for space, according to the size of the order he places. The proposition is put up to him by the Lucas salesman, who have complete information as to papers and rates in each town they make. This one feature is reported on all sides as getting an unusual response from the dealers.

The prospect is now, we will say, in the store, having been driven into it by all the devices and mediums mentioned. He would like to make up his mind,

but there are the last details of color, price, durability and the assurances of his friend, the dealer, to be considered. He has probably had some of the color-cards, but he wishes to see the scheme on a larger scale.

The common way of showing paints is on slats of wood, hanging, arranged on an easel or in some other way. These are not ornamental, do not add to the attractiveness of the dealer's store.

Evidently the thing to do was to provide the dealer with something which should have attractiveness, as well as practicality.

The house met the situation by providing the dealer a handsome color-display stand, consisting of twelve enameloid color-cards mounted on swinging members, to be permanently fastened to the counter, of course, in a prominent part of the store. The stand is not given outright to the dealers. The company retains ownership, but loans it to those dealers who show that they are live ones by stocking a certain amount of goods. As the stand is an attractive addition to the dealer's store, it has found place already in several thousand of them, and is said to have opened up a good many new accounts.

The effect of all this campaign on the mind of the master painter need hardly be described. He cannot be oblivious to it. Neither is he being crowded. The few circulars he receives are not hard jolts. But he sees the "Giant Painter" advertised in magazines, farm-papers, newspapers, in moving pictures, in the display-window, on the barnside, the fence, the tree and on the metal store-sign. Smith, Brown and Jones consult him about painting and ask about Lucas paint. Robinson, the hardware dealer, gets him a week's job on the Blank place. He is thinking now. The flank attack is slow, but it is proving effective. And the Lucas campaign, we are told, is really only beginning. Born in 1849, the "daddy of them all," as it advertises, John Lucas & Co. seem to have renewed their youth in the fountain of advertising.



## Back of Your Boston Campaigns

**T**HE Boston American is New England's Greatest Home Newspaper.

*The Boston Evening American has a greater net paid circulation than the five other Boston evening papers COMBINED. The Boston Sunday American has the largest net paid Sunday circulation in New England.*

The Boston American believes that co-operation is the basic principle of advertising and merchandising success.

The Boston American will, if you wish, help you analyze local market conditions as related to the product or service under consideration—it will help you back up your plans with *facts*.

This co-operation does not obligate you in any way. Write for details of the Boston American's plan of co-operating with advertisers.

# **BOSTON AMERICAN**

80-82 Summer Street, Boston, Mass.

Member Audit Bureau of Circulations

NEW YORK OFFICE  
1789 Broadway

CHICAGO OFFICE  
504 Hearst Building

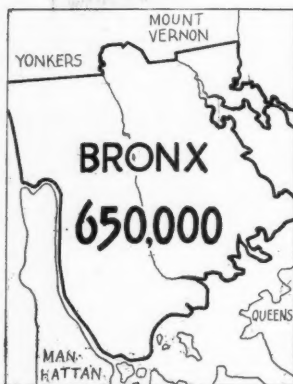
*To cover Boston or New England you must use  
THE BOSTON AMERICAN*

# **THE BRONX HOME NEWS**

beginning with the issue of Tuesday,  
April 4, will be issued

## ***3 Times A Week***

Tuesday, Thursday and Sunday. Each  
issue is guaranteed to be not less than



# **100,000**

delivered into the homes  
of this great residential  
community by our own  
carrier system.

—It is clean, independent  
and intensely local, and is  
read by all classes.

The population of Bronx County in the U. S. 1915 Census  
was 650,000.

Calculating five members to a family (the usual figure)  
and deducting those families reading foreign language  
papers (German, Jewish, Italian, etc.), as well as a proportion  
of undesirable families present in every community,  
our 100,000 copies mean that

***Nearly Every Home in The Bronx  
Gets The Home News***

Where is there a publication anywhere else that covers its  
territory like this?

Phone,  
6600-6601 Melrose

**BRONX HOME NEWS**  
**371-373 E. 148th St., N.Y.C.**

There are two other editions of The Home News, The Harlem and  
The Heights edition (100,000, twice a week) and The Yorkville  
edition (50,000, once a week).



# Stimulants, Spurts and Slumps

Prize Contests Increase Selling Costs Without Adequate Returns

By Charles Austin Bates

"NO," said the general manager, "I do not think much of prize contests for high sales. I used to consider them great stuff, but pretty nearly always they breed dissatisfaction. The prizes almost invariably go to the same men. That is, the three or four at the top are always at the top, and the others have no chance to win—so they don't try, and the contest fails of its object."

"If you have a small team evenly balanced, prizes offered for a short run—say a month—are stimulating, but even then the spurt is likely to be followed by a slump."

"Only one man in a million can travel continuously on high speed. Even an automobile gets tired on a long steep hill, and a salesman's job is *all* hills. He has to stop occasionally to put more water in the radiator, let the engine cool, and clean up the spark plugs."

"Nevertheless, sales are what we need, and when they are slow, some way must be found to push them. The first thought is that the boys are not working as hard as they could—so we jump on 'em, ginger 'em, and offer high-sales prizes—and sometimes it seems to help, but, I think, not in the long run."

"Now prizes for the greatest *percentages* of increase in sales are better. Your tail-ender can increase as much *per cent* as your

star. But even so—why not give a prize, or a bonus, to every salesman gaining a certain percentage? That gives everybody a chance to win. There need be no losers at all."

"If you have twenty-five men and five prizes—twenty men are more or less annoyed. I believe in paying for specific results, whether it be by prizes, bonuses, or by definite commissions."

"For instance, if I wanted to speed up for a month, I would either offer a prize to every man who raised his sales twenty-five per cent, or I would give him a commission on all gain over his own previous month—or over the same month last year."

"We once worked out quite an elaborate prize plan for branch managers—a point system. Three for highest percentage of increased sales—one for closest collections—one for cleanest records and inventories—two for the highest percentage of certain lines of goods, etc., etc. And that worked pretty well—particularly in focusing the salesman's attention on the lines we wanted pushed."

## CONTESTS MAY ENCOURAGE QUESTIONABLE METHODS

"One December we offered a prize for the branch having, on January 1st, the smallest amount in outstanding accounts in proportion to the year's sales. That sounds like a sensible, reasonable thing to offer a prize for. But, what happened?"

"After a while we found that the man who won on the records, had taken over a lot of accounts himself—paid in his own money, got away with the prize, and collected from his customers at his leisure. He was so pleased with his smartness that he boasted about it, and so the other branch managers felt that the contest wasn't quite on the level, and next time—if there should be a next time—they will not compete."

Other articles upon the subject of salesmen's contests that have appeared in *PRINTERS' INK* in recent months are the following: "Keeping Field Managers from Going Stale," by Alvan Macauley, vice-pres., Packard Motor Car Co., Feb. 17, 1916, p. 8; "A Substitute for Prize Contests," by H. B. Harper, gen. sales mgr., Willys Overland Co., Feb. 3, 1916, p. 28; "How Pyrene Broke into the Dividend Column," Nov. 4, 1915, p. 103; "Sales Contest Staged as a War Game," by Tim Thrift, American Multigraph Sales Co., Oct. 7, 1915, p. 17; "Prize Contests that Spur Salesmen," July 1, 1915, p. 81; "Licking Sales 'Rookie' into Shape," June 3, 1915, p. 55; "Quota Contest that Plays Up to the Team," March 18, p. 19.—[Ed. *PRINTERS' INK*.]

"No,—on the whole, I don't care for contests. Give prizes for specific results—reasonable results that every man in the force can reach if he will.

"Don't match a \$25-a-week man against a \$50 man, except on percentage of improvement. And even that may not be fair, for it is easier to double small sales than to double big ones.

"I once got pretty good results by irritating two equally matched men until one bet the other he would beat his year's sales, and I agreed to give an extra \$100 to the winner.

"That puts me again on my hobby of individual work with salesmen. Prize contests deal with them in the mass. The prizes nearly always go to a very few, and all the rest become entirely indifferent. What you are trying to do is to leaven the whole lump, and at the end of prize contests you usually find that you have paid a very high percentage for a small increase of total sales.

"No sir, the prize I believe in is the one every man in the force can win every week if he will.

#### EVERY MAN MAY WIN BY THIS METHOD

"I know a concern employing over one hundred salesmen. Every one of them draws the same salary—\$15 per week, and every one gets a commission on all sales over a dead line. The weekly stipend of the men runs from \$15 to \$80, and the man who cannot get above the \$15 mark gets tired, or fired, pretty soon.

"If a man wants a prize, he works for it, and gets it right off quick—irrespective of what anybody else does, or gets. And every week each salesman sees a bulletin giving the names of the ten highest men for the preceding week—not the amount of the sales, just the names. But, somehow, the figures do leak out, and each man knows what the possibilities are. He knows that the reward is not remote, but immediate. He doesn't have to wait till the end of the year to get his raise. He knows he can raise himself this week if he will. He

doesn't have to waylay the boss in fear and trembling. He doesn't have to wonder whether or not he is making good. His commission check, or the lack of it, tells that each and every week.

"This system makes considerable office detail—but office help is cheap and sales are costly. It is pretty hard to waste as much money in the office in a year as you can lose in selling expense in a month.

"Manufacturing costs can be pretty accurately predicted. Shop overhead and general overhead are fairly fixed annual charges. Management will make them higher or lower. But the big gamble is in the selling end. It is there that the percentage of profit, or loss, is most frequently determined. There is where the human element is predominant. You know what a certain machine will produce in ten hours. You can't vary it vitally, no matter what you do. But you can tell only in the most general way what a salesman will bring in. His problems change from day to day with the character and temper of his customers—with the weather—with politics—with his own mental and physical condition.

"His results are affected by the advertising that precedes and follows him—by the correspondence department—by the credit man—by the house's collection policies.

#### CAN'T MAKE A MACHINE OF HIM

"The salesman is the one who goes to the front. He is the cutting edge of the tool. He is the point of contact. What he does determines the success, or failure, of your whole selling plan. If he falls down, the waste of his salary and expenses is only a part of your loss. That is why he must be trained, managed, coddled, cussed, prayed with, and swift-kicked. He isn't a machine, and you can't make him a machine, because he must succeed, or fail, on his own personality. It is the manager's business to find out what will stimulate each given salesman—and supply it.

"You can't handle a company of salesmen like a company of



Einar F. Meyer, ten years with Everybody's Magazine and now its advertising manager.

## **STREET & FINNEY as seen by leaders in advertising**

"You have an almost uncanny faculty of seeing the one big argument that will sell a piece of merchandise."

No. 5 of Series

A stylized, handwritten signature of E. F. Meyer in dark ink.

soldiers. You cannot run them entirely by rule. There is no one stimulant that will work with all of them—not even money. I've known a good man to work along for years, making half the salary his abilities would bring him if utilized, and then suddenly wake up and come to his own—usually because his boss found the right button and pressed it—found the incentive that appealed—or maybe the salesman married the right girl, or suddenly became conscious of the fact that he could not live without an automobile.

"Perhaps, after all, old-fashioned promotion is the prize that will appeal most strongly to right-minded worth-while men.

"Here is a clipping from the house-organ of a concern employing 600 people. Seems to me it should be stimulating to every one of them."

This is the clipping he handed me:

#### "CAN YOU ADVANCE?"

"The other day a salesman with his company said: 'I don't see any chance for advancement here.'

"Fifteen years ago the vice-president and general manager of this company started to work for the majority stockholder at \$8 a week, and his first job was addressing envelopes.

"Eight years ago the treasurer of this company started out under our vice-president as office-boy at \$6 a week.

"Four years ago the secretary of this company started out as a salesman for us in Philadelphia at \$18 a week.

"Seven years ago the general factory manager of this company started to work here at 15 cents an hour—his first job was straightening wire.

"Hardly a man who holds a responsible position in the company that hasn't worked up from a comparatively small beginning.

"Maybe the salesman who asked that question didn't know these facts.

"There's a chance here for everybody, from the boy who does chores in the factory yard to the boy who sweeps the floor in the furthest away branch."

## Lewis A. Kingman in Agency Work

Lewis A. Kingman, for the past eight years advertising manager of the Florence Manufacturing Company, manufacturer of the Prophylactic toothbrush, has resigned to become associated with the A. E. Greenleaf Company, of Boston, advertising agent. He will take up his new duties April 20.

Mr. Kingman has been in the advertising field about fourteen years, receiving his early training with the Charles A. Eaton Company, maker of Crawford shoes in Brockton. He then went to Boston with the Nestor Gianacis Company, manufacturer of "Nestor" cigarettes, and later was connected with the Hazen Confectionery Company and the Austin Biscuit Company, which was absorbed by Loose-Wiles.

No successor has been appointed to Mr. Kingman by the Florence Manufacturing Company, and probably will not be for the present. William Cordes, the company's general manager, will assume the direction of advertising matters.

## Cincinnati Works for 1917 Convention

The Advertisers' Club of Cincinnati has formed a 1917 Convention Committee, whose duty it will be to work to land the convention of the Associated Advertising Clubs of the World for Cincinnati for 1917. Thomas Quinlan, manager of the convention and publicity bureau of the Chamber of Commerce, is secretary, and Carl Dehoney is chairman. The committee is a large one, consisting of men in every line of business, and has mapped out a comprehensive campaign on behalf of Cincinnati's claim for the convention.

## Agricultural College Papers Strengthen Union

Representatives of the agricultural publications of Cornell University, Ohio State University, Iowa State College, University of Illinois, Purdue University, Oklahoma Agricultural College, University of Wisconsin and Pennsylvania State College recently met to perfect plans to standardize these publications and increase their efficiency. Representatives will be appointed to secure advertising in New York and Chicago.

## Lesan Has Tetlow Account

The advertising of the Henry Tetlow Company, Philadelphia, is now being placed by the H. E. Lesan Advertising Agency, New York.

## Giltneane With Simmonds & Simmonds

E. J. Giltneane, formerly with the Oppenheimer Agency, Chicago, is now connected with Simmonds & Simmonds, Chicago printers.

# Sterling Gum's Campaign to Get Quick Dealer Distribution

And the Part Played by the Mysterious Seventh Point

By Henry A. Beers, Jr.

THE secret of the much-heralded Seventh Point for Sterling Gum has been sprung. Just at the point when critics were certain that "Old 7 the Baffler" was dead and buried so far as public interest is concerned, the company has let the cat out of the bag by announcing the basic facts on which the Seventh Point depends, and invites the public to compete for prizes in formulating the phrase to cover the point. For the best phrase expressive of the point they have announced in a list of more than 400 newspapers a first prize of \$1,000, a second prize of \$500, a third prize of \$250 and so on down the line; in all, 7,777 prizes.

The facts on which the Seventh Point is based deal with the natural purity of the gum, and the first prize will be awarded to the person who, in the opinion of the judges, five prominent magazine editors, most impressively presents this idea. Among the prizes will be 7,000 boxes of ten five-cent packages of the gum.

According to the company, since this announcement in the shape of full page depth over two-column newspaper advertisements on March 20, an average of 10,000 replies a day have been coming in on postal cards, the method stipulated for sending in competing phrases. The advertisement also an-

nounces, as required by the Post-Office authorities in advertising prize contests, that if two answers are entitled to the same prize, the full amount of the prize will be paid to each. The contest closes May 15, 1916, and on July 1 the winners of the first 80 prizes will be announced in one of the national weeklies.

This announcement at this time is interesting in view of the fact that critics have believed that the Seventh Point was a dead number so far as public interest is concerned. The company had its reasons, however, for allowing the matter apparently to drag along beyond what may have seemed to be the crucial interest point. Some history of the campaign and its motives will make this clear.

More than 50 per cent national distribution in 90 days was the initial accomplishment of the sales campaign that immediately preceded the appearance of the Sterling Gum advertising last summer.

This percentage is based on the company's estimate of ten chewing-gum dealers to a thousand of population. On this basis the distribution represented more than 100,000 retailers in every town and city in the United States of more than 5,000 inhabitants, with the exception of New York, Chicago, and Philadelphia; an average of more than 1,000 dealers a day.



THE "MYSTERY" AS SHOWN IN SMALL-SPACE NEWSPAPER COPY

These dealers, according to Fowler Manning, vice-president and sales manager of the company, were sold by the company's sales force alone, and are exclusive of those dealers sold by the jobbers, estimated to exceed the numbers of those sold by the company. Every one of the dealers lined up by the company's forces was sold on the strength of the proposed advertising before a nickel's worth of consumer advertising appeared.

There have been rumors in the trade that in many instances dealers have been supplied with the initial stocks of the gum on a free deal, or else a consignment basis. When queried on this point, Mr.

dealer, given certain conditions. In brief, and pared of all but its essential features, here was the campaign as planned and carried out.

In March, 1915, Frank L. E. Gauss, formerly vice-president and general manager of the Leslie-Judge Company, was made president of the Sterling Gum Company. On the first of April he was joined by Fowler Manning as vice-president and sales manager. Mr. Manning had previously marketed under national distribution Colgan's gum. Walker's grape juice, and other products.

In June the manufacture of Sterling Gum started. It was not the first product of its kind put



A CAR-CARD TO ADD MOMENTUM TO THE SEARCH

Manning stated that while some of the jobbers may have employed this method to gain volume of distribution, the 100,000 retailers sold by the company's own sales force either actually bought and paid for stock they took, or they gave a written order for it.


Prior to the start of the campaign there had been no organized sales force. Immediately the opening gun was fired, there were twenty-two district managers, with an aggregate sales force of 267 men, combing the country.

From the beginning the gum was an advertising proposition. It was made to be advertised. This rapid-fire distribution was accomplished solely on the strength of the advertising promised to back up the

out by this company. Its reason for being was that they wanted one of the best selling chewing gums in the United States. To get it, they put out Sterling Gum; two flavors, cinnamon and peppermint, in simple flat blue and red wrappers respectively.

It is no news to any man, woman or child that there was almost a multitude of branded chewing gums, heavily advertised and otherwise, then on the market. In the face of this apparently already over-crowded field, how Sterling hoped to make a dent in the trade will be treated at more length in a discussion of the copy later on. How it was accomplished is here the first consideration.

During May the advertising



"Any one WHO questions The Power of the Picture as the most potent of all human appeals, is advised to attend a modern Movie. Illustration is 'twin-brother' to Text. One is inseparable from the other."

*W. Livingston Larned.*

**The Ethridge Association of Artists**

NEW YORK STUDIOS  
23-25 East 26th Street

CHICAGO STUDIOS  
220 South State Street



plans were developed in conference. The plan of advertising embraced the use of newspapers for introductory work, the papers being selected in such a way as to cover the country by the circulation areas and touching or overlapping, these centers of radiation in most instances being the more important distributing and selling centers at the same time. It was decided to nationalize the sales effort from the very beginning, and to work the advertising along the same lines, getting in position to use national periodicals and co-operate the advertising generally along national lines.

In this month, also, Mr. Manning constructed his sales plans and entire course of action. In June, twenty-two district sales managers were invited to a ten-day sales conference at the New York office, at which every minute particular of the campaign was threshed out and drilled into them; and on June 12 these district managers left for their territories.

"On June 15 the campaign was launched," said Mr. Manning. "These division men were carried methodically and systematically through every phase of our manufacturing, selling, distributing, and advertising plans—this systematic coaching being kept up until I felt that every man was as conversant with the work in hand as any

other man in the organization. These men were then able to lay out intelligently complete plans for the operation of their territories throughout the campaign.

For the purpose of the advertising, under the plan agreed upon, it was necessary that we have distribution throughout the United States in towns of 5,000 population and over inside of ninety days. The sales organization therefore undertook to put the goods in the hands of the retail trade in all towns of the United States of 5,000 and over within three months from June 15th.

"It is a pretty safe assumption that there are seven or eight retail sellers of chewing gum to each thousand inhabitants in cities and towns of the United States, and we felt that at least forty per

cent distribution among these dealers was necessary before we should begin initial advertising at any given point. It was therefore arranged that these advertising centers would be distributed first, and when the advertising had begun in them the surrounding area would be distributed simultaneously, in anticipation of the advertising. This gave us a multiple unit plan which enabled a close following of the work in such a way as to leave no bare spots undistributed, which produced the desired uniformity for



Gloved "hands" guide the wrapping of each Sterling stick and package.



Gloved "hands" place Sterling packages in double boxes.



Gloved "hands" wrap the final Sterling box air-tight with paraffin paper.

The Sterling Gum Co., Inc., New York  
The Sterling Gum Co. of Canada, Ltd., Toronto



Peppermint in Red Wrapper  
Cinnamon in Blue Wrapper

NATIONAL COPY RUN WHEN THE  
SEARCH WAS GROWING "WARM"

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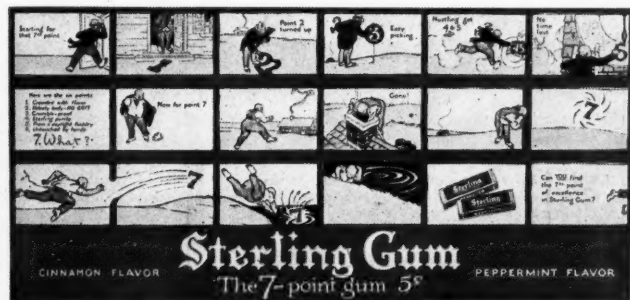
Four dealers to every thousand of population they considered as forty per cent distribution.

The plan of strategy as laid out was this: A large map of the United States was plastered with colored-headed pins. These varicolored pin-heads represented the form that the advertising in each locality would take; such as a red pin for paints and posters, and a white pin for newspapers.

Then again, the territory of each of the twenty-two division managers was plotted out on big division maps in a swinging display fixture for instant reference. Thus it was an easy matter to grasp in detail as well as *in toto*

Each day's movements of each individual salesman were routed and checked up daily on the division maps, so that every day's steps, town by town, locality by locality, were known beforehand at the home office. No man made a move, say on August 5, but that it was *fore-ordained* and *pre-determined* even before he was hired.

As town to town was covered, each was connected up daily on the map with a line drawn from one to another, as a military board of strategy might plot out the movements of different regiments and companies according to orders from headquarters. At the end of the ninety days these lines comprised a pattern and network



AN OUTDOOR MOVIE SERIAL ALSO HELPED TO STIMULATE CURIOSITY

the proposed distribution of the advertising in every part of these territories.

When the division sales managers left for their special fields, they were given entire charge of their local sales forces. In all, these men organized a selling staff of 267 men. Incidentally, of these twenty-two district managers, but two had ever had anything to do with selling chewing gum. Manning wanted men to whom selling chewing gum was a new and interesting proposition, and who would not have to unlearn all they knew previously about some other chewing gum in tackling a new article in this line.

These men were selected with regard to their *sales* ability—past experience was not important.

of intersecting lines, representing a veritable crazy quilt of the United States fabricated by these salesmen's daily trips.

The salesman went out armed with a cartridge-belt full of rapid-fire selling points. He had an elaborately printed book of the proposed advertising, a brief and to-the-point line of talk on Sterling Gum, and the ultimatum that forty per cent distribution must be established in a town before any advertising would appear.

The one big and wholly important point that was pounded, preached, and reiterated to him was: "Forget volume. Don't waste time trying to sell a dozen cases. Sell him a box of each flavor—\$1.20 worth—and talk, talk, talk the advertising; the new twist

that will set everybody in town running to look for the mysterious Seventh Point—and, mind you, reading the first six points carefully to discover a clue to the seventh."

Distribution—quick-fire distribution—was the one big first and last consideration of this campaign. The dealer, it was reasoned, would be more ready to take a chance on two boxes of the new gum, backed by the almost certain thing that public curiosity will react at once to a new product heavily advertised in a new way. As for volume sales—that was up to the gum and the advertising after the thousands of selling points of contact were accomplished facts.

In this way it was possible to cover the daily assignments in a minimum of time, and follow the campaign as laid out to the letter.

As soon as any town's quota of dealers sold reached the required forty per cent of distribution, the town was "tagged" as sold on the company's maps—and the advertising commenced.

As stated at the outset, in the ninety days allotted for getting a minimum of forty per cent distribution, more than 100,000 dealers were sold on the company's basis of figuring, or more than fifty per cent for the towns that figured in the initial campaign.

At the close of these ninety days a similar campaign was directed at every town of at least 2,500 inhabitants; also a re-cover of the first territory. This second campaign obtained sixty-two per cent distribution throughout the country.

"On September 15th," said Mr. Manning, "there were just thirty-two towns in the entire list which had not been covered and reported on. These were finished within a very few days following that. On September 15 the same organization, having thoroughly covered its entire divisional area, then started back over for another ninety-day re-cover, it being proposed then to embrace in the scope of operation all points of 2,000 and upward, except in certain territories where all towns

as small as 1,000 were to be covered.

"At this time we began the advertising in some of the national magazines in further support of the effort, having in the meantime used 24-sheet posters over the greater part of the United States in support of the distribution and newspaper work being done.

"With the week ending December 4th the entire territory had been re-covered systematically and initial distribution effected in all towns of from one to two thousand upward and the original towns of 5,000 and upward had been re-covered and distribution re-checked and increased. The retail sales end of our campaign was then complete for the year and that part of our selling organization disbanded, leaving us with a divisional organization intact."

And now for the proposition that materially assisted in selling the dealer. The Seven-Point copy is a matter of advertising history already. PRINTERS' INK has previously made some mention of the copy. Probably every amateur merchandising expert in the country has analyzed its motives exhaustively to his own satisfaction.

#### WHY THE "VEILED" COPY WAS CHOSEN

It requires no second sight to understand that the public had been already saturated to a point of plethora with chewing-gum advertising; copy "circussy," dignified, and all intermediate points of expression.

Chewing gum is a holiday proposition—an "out for a good time" article, calling for little thought on the part of the purchaser as to whether his or her outlay will be wasted. Chewing-gum copy seemed already to have combed the copy courses. Chewing gum has promised to improve digestion, sweeten the breath, clean the teeth, and a number of other things desirable. Again, it has placed itself on a pedestal; assumed a certain aloofness and class hauteur.

When the advertising plans for Sterling were in the process of

# Addresses Certain Names

-skips  
others



## The Automatic Selector Addressograph

**Distinguishes Between Prospects and Customers—Kinds of Products Needed—Territories—Ratings—Denotes Subscription Expirations—and Similar Mailing List Classifications.**

**THE** DeLaval Separator—National Cash Register—Hercules Powder—and other progressive concerns simply designate the different divisions and classifications in their lists by placing "signal tabs" in the proper sockets formed at the top and back of the Addressograph address plates. When they want to send a special letter or circular to a certain class of people, a small pin is placed in the Selector Bar of the Addressograph in the corresponding position to that of the tabs in the address plates from which addresses are desired to be printed. The Addressograph then prints *only* those names and addresses desired on envelopes, form letters, circulars, etc.

The Automatic Selecting Feature of the Addressograph makes it unnecessary to maintain several separate lists of names—or to slowly pick out (and afterwards expensively re-file record cards) each time it is desired to address a certain classification in your list—so saves a vast amount of time—not only in addressing, but in reference work.

### 15 Times Faster

**THE** Addressograph prints names and addresses on envelopes, circulars, statements, pay forms, etc., **15 TIMES FASTER** than pen or typewriter. Its work looks exactly like typewriting, consequently it produces as good matches to duplicated form letters as can be obtained with the typewriter. The Addressograph affords perfect Card Index conveniences—is as easily installed as pen and inkwell—but easier to use. Thousands of concerns, large and small, in nearly 300 different lines of business, consider it indispensable.

**Investigate! No Cost—No Obligation! Mail This Coupon NOW!**

**The Addressograph Co. 913 W. Van Buren St., CHICAGO**

Submit, without obligation, details of Automatic Selector Addressograph and advantages of mechanical addressing.

Name..... Firm.....

Located at.....

construction, these matters were naturally considered. Dignity as such was discarded. Nevertheless, it was recognized that the public must have some reasons for giving this latest product a trial.

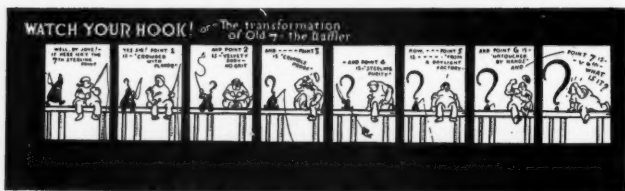
The plan as finally adopted was to veil "reason-why" copy in the guise of a mystery that left much latitude for a full play of lively action.

Then, when the Seventh Point copy had been a long time on its way—listing six points and mak-

chewing gum, the selling points had simply to be forced on their attention. Just to list a bald number of points, the chances were, would be to invite a positive fizzle of the entire campaign. That is A B C. Leaving the Seventh Point a question, with a vague promise of a future reward for discovery, would at least assure enough curiosity to get the reader to study the first six points as a preliminary process of elimination—and get him to try the gum, too.



Dealer's Window Strip—Further adventures of "Old Seven The Baffler."



Dealer's Window Strip—"Old Seven The Baffler goes fishing."



Dealer's Window Strip—A nautical adventure of "Old Seven The Baffler."

HOW "OLD SEVEN, THE BAFFLER," ELUDED CAPTURE IN A VARIETY OF WINDOW STRIPS

ing the seventh an enigma—critics began to chafe and say that there wasn't any real seventh point; that it was simply a curiosity-winning dodge and had been allowed, foolishly, to run itself into the ground.

The Seventh Point was developed for two purposes. The first was no doubt apparent at the outset. To introduce, and get the public to notice, a new variety of

"We had certain facts to tell about the gum," said Mr. Manning. "We then had to get something to hold your attention long enough to get you interested. When you look for the Seventh Point, you will naturally read over the six first. In that way we figured we register 100 per cent attention whether you like the seven-point idea or not."

How the Seventh Point was

### "The Best Among the Good"

The *Boston Transcript* publishes annually a review of the stories printed in the leading magazines during the year. In the review appearing in the *Transcript* for January 8th, 1916, Harper's Magazine is again credited with printing, during 1915, more short stories of distinctive merit than any one of the eighteen magazines considered.

### Perhaps this is why

Harper's Magazine has the largest net cash-paid circulation of any standard literary magazine selling for more than fifteen cents a copy, and—

### Perhaps this is why

Harper's Magazine is carrying the largest volume of advertising of any standard literary magazine selling for more than fifteen cents a copy.

Here is the actual clipping

#### The Best Among the Good

In order of precedence based on the number of new stories of distinctive merit published during 1915, the eighteen magazines rank as follows:

1. Harper's Monthly	56
2. Collier's Weekly and Illustrated Sunday Magazine (excluding 19 reprints)	46
3. Scribner's Magazine and McBride's Magazine	37
4. Lippincott's Magazine	36
5. Century Magazine	33
6. Saturday Evening Post	24
7. Metropolitan	22
8. Every Week	22
9. American Magazine	22
10. McClure's Magazine	20
11. The Bellman	15
12. Pictorial Review	15
13. Sunset Magazine	13
14. Everybody's Magazine	12
15. Associated Stories in Every Week, & v.	9
16. Ladies' Home Journal, excluding stories	8
17. Delicater	7



put across in a copy-way has been told, and is a matter of common knowledge. To get it over the company has been investing an average of \$60,000 monthly in advertising.

In August newspaper advertising appeared in 419 cities and towns, averaging big space. A sixty-day paint and 24-sheet poster "spot" campaign was also conducted in a selected list of localities. The newspaper conveyed the news—the posters and paints serving mainly to feature the "Seventh Point" mystery figure, or "baffler"; the figure in a red domino and monk's robe with a large white figure 7 emblazoned over the front of the garment. These "bafflers" not only wandered the streets day and night, serving to stimulate interest, but they were also employed in sampling.

This is the gist of the advertising campaign that served to sell more than 100,000 retailers in the first ninety days.

Not until November was the New York market touched. Confectionery experts warned the company off from the New York market. Conditions in the confectionery trade were especially uninviting to a new product that particular year, they were told. Always a difficult proposition, the New York market could positively not be touched with any degree of success. But if the company persisted in considering New York, by all means they should avoid starting in October or November—"bad weather, end of the year," etc., etc.

Yet October to November 1, 1915, was the month chosen by the company to buck New York. Precedents might be all right in matters of diplomacy, *but in selling they were discarding precedent and breaking new ground.* In thirty days they sold 22,000 dealers in Greater New York City.

Four district managers were called in from the national field to help in cracking the New York shell. One concentrated on the confectionery retailers; one on the druggists and grocers; one on the jobbers, and the fourth

took charge of the organization end of the sales force.

"These four men put the gum in the hands of about 150 jobbers in a week," said Mr. Manning. "Our first crew of retail salesmen in New York was thirty, which was increased by the end of the week to sixty, the increase continuing until we had ninety men on the street in New York at the middle of October. On November 1 a careful check of distribution throughout the Greater New York area proved a fifty-five per cent retail distribution and on this basis our retail work was discontinued and the crews disbanded, as we had ample distribution upon which to predicate a very heavy advertising expenditure, which was now begun, using large space in newspapers, streetcars, billboards, etc. Thirty 'bafflers' were also employed on the streets during the campaign.

"The first thirty days' work in New York City yielded in excess of 22,000 retailers distributed. The per cent selling cost in New York City was lower per dollar than in any other district in the United States, although usually considered to have the highest sales resistance in America."

Now, the second reason for the "Seventh Point" about which such an elaborate network of mystery has been woven. As was said, there has been much comment about allowing, as critics think, the teaser interest to die a slow death. But the company has been reckoning on its host all along. It meant to produce two shocks where one usually grew.

Just at the point where "Old 7 the Baffler" might seem to be dead and buried forever so far as public interest is concerned, it was ready to spring the new bolt just announced.

A less generous prize than \$1,000 might fail to revive the necessary interest in the supposedly moribund "Seventh Point." A list of prizes of such a size as those quoted, it has all been figured out, will re-stimulate the trade and sales tremendously; the sort of reserve power that carries the horse over the bar.





## RESULTS!

An advertiser in the New York City Telephone Directory (name on application) said recently: "My business is founded upon the telephone and the *New York City Telephone Directory*. My advertisement in the directory suggests *what* to buy—the telephone alongside every directory suggests *how* to buy.

"When the last edition of the directory was being distributed, my telephone bell was kept ringing constantly by folks who evidently looked over the book as it came to hand and found an easy way of getting at my product.

"In three years, through *telephone directory advertising* and constant telephone plugging, the sale of my product in Greater New York has *increased exactly four-fold*."

You, too, could probably use the "2,000,000 chances a day medium" to advantage. May we give you particulars?

### New York Telephone Company

P. W. Eldridge, Jr.  
SALES MANAGER

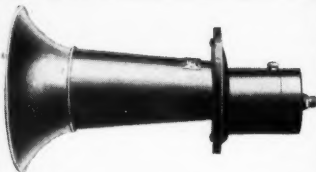


25 Church Street  
NEW YORK

## *Sparton Equipped*

Packard  
Hudson  
Winton  
Pathfinder  
White  
Marmon  
Mercer  
National  
Lancia  
Haynes  
Kissel  
Studebaker  
Buick  
Cole  
Fiat  
Briscoe  
Cunningham  
Velie  
Lexington-  
Howard

*And as Many  
More*



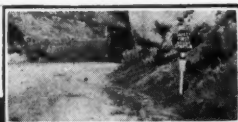
All you really need  
to know about

# SPARTON

## Safety Signals

is that the chief engineers of forty leading motor car factories adopted Sparton as regular equipment. Why not back their judgment? There is a Sparton for every size car—four to fifteen dollars.

The  
Sparks-Withington Company  
Jackson, Michigan



Canyon West of Ely, Nevada

# Bankers Who Advertise Need Skilful Piloting

A Few of the Difficulties That Beset Them Pictured by Ex-Banker

By George B. Caldwell

President, The Sperry & Hutchinson Company

**M**ADAM PRESIDENT and League of Advertising Women:

Until a year ago I lived the banker's life. And I got into the banker's habit of believing that when I died I should take all my gold and silver with me. One day one of my friends said: "George, don't do it, for if you do it will melt." Soon after I resigned from the banking business and came to New York and joined the advertising fraternity and became a member, through my acquaintance with Miss Martin, of this League of Advertising Women, where money is only an incident and which is an association that can pull off a big show the same week as Willard and Moran.

The banker as I know him differs from the advertising man or woman in that he shies at publicity and does not use much space. He is usually a man of few words. You make your request, using your best and most persuasive manner, and he replies "yes" or "no." Yet the way he overworks those few words stamps him as a wonder.

The banker frequently backs the manufacturer or merchant who fails; a public utility in disrepute; a railroad in the hands of a receiver; a driving club and a baseball league, sometimes loaning his depositors money. Query: Wherein is publicity or advertising of great value? Sometimes he pays more to suppress it than to support it.

Seriously speaking, why do bankers hesitate to advertise? I think it is, first, because the average business man stumbles into his banking relations or is forced into them because of some spe-

cial advantage. If he is a stranger in the city his neighbors or friends direct him where to go or introduce him where they do business. His choice, for nowadays there are many kinds and characters of banks for him to choose from, is even governed by conditions which are, or should be, of minor importance.

Secondly, because there are so many ways in which banks may be defrauded by means of worthless checks and drafts and fraudulent introductions that bankers must be very careful to whom they extend the privilege of even opening an account, especially a checking account.

Third, because custom and law demand and respect the confidential trusteeship. The amount of your deposit, the loan to me or my firm and the names of a bank's clients are of the most confidential character and must be protected to make the bank successful.

Fourth, the banker is a most practical man and wants early results from every investment. Advertising badly done, as is sometimes the case, is non-productive of good results. Yet with all this conservative confidential relationship which we, of course, respect—the growth of banks, the keen competition and the variety has made the value of certain kinds of advertising recognized in this profession and it is daily growing in volume. Unfortunately, the majority of banks are of the smaller type of institutions that cannot afford an expert advertising man. Those should learn to use the agencies, and can, in my judgment, greatly profit thereby.

You will, I know, agree with me that you cannot advertise a bank as you do a patent medicine. Of the latter you may say it is good for the dropsy, gout or dys-

Portions of a speech made before the League of Advertising Women, New York.

102%  
bigger

This March  
19,916

Last March  
9,618

## The Theatre Magazine

PAUL MEYER  
Advertising Manager

8 West 38th Street  
New York City

pepsia. This cannot be said of a bank, and yet banks have a service to sell and advertising is the best salesman yet devised. Advertising is a direct selling force and can be used only under conditions which bring a rapid return from advertising, meaning the use of correct copy, and which does not involve those psychological changes in which time plays such an important part.

The human-interest appeal is well adapted for all personal articles or articles of luxury, display, adornment, for all food products, clothing and those calculated to promote the bodily safety of the individual. The bank cannot use this kind of copy, but wants the reason-why copy. The business and technical men are most easily reached by reason-why, because the more intelligent and educated people are, the more they demand proof.

I know the young advertiser first learns to beware of negatives, yet negative appeals are frequently successful, if there are but two alternatives possible.

If a man stands at the forks of a road and must turn one way or the other, it is just as valuable for him to know the wrong road as it is for him to know the right road.

Many banks having ad writers are now using story copy containing some of the human-interest element, but this form of advertising requires the ability successfully to write fiction and a strong imagination, and is beyond the average banker, whose mind is not trained in this direction.

And so I might go on with this question of why bankers do not rise to the occasion in the advertising field. You must understand their natures and their lives. They live in a daily grind of sordid things and principally deal in credits. They are hemmed in on every side by public opinion. They have, first a responsibility to their depositors; to their stockholders, secondly, and to their borrowers, thirdly. In every case they are made to render to the community in general the greatest service possible.

Some of them understand the value of a favorable public sentiment that advertising creates, and many of them are beginning to spend a great deal of money in this direction. The growth is with those that have control of the expenditure, of course, but it is largely in the results that are to be obtained and in the necessary education of the value of good advertising as fitted to the banker's problem. And the future growth will, in large measure, be traced directly to the advertising that is done by others with good results and the ability to secure the service of good advertising men and women.

### How Miller Tire Signs Are Sold Dealers

The Miller Rubber Company has a metal sign in three colors, 12 by 36 inches, which it sells dealers at half the cost price. This price, however, is considerably less than the dealer would have to pay were he to order from the sign manufacturer in the limited quantity he could use. And besides this, the dealer's name and address are embossed on the signs free of charge.

The letter to the dealers announcing the signs sells them in this manner:

"The Miller road sign will give you just the very publicity you need most—will advertise you for years—will familiarize all motorists in your vicinity (at such little cost) that *your store* is the place to go for Auto Supplies and Miller Tires.

"The slight price charged for these signs isn't keeping you from ordering, is it? We hope *not*. True, in the past you have received signs free of charge, but those signs advertised Miller Geared-to-the-Road tires *only*—while this new sign advertises *you* and *your business*, Miller Tires are mentioned incidentally at one side of the sign. The valuable publicity and prestige this new sign will give you is business-building."

### Newsstands Do Not "Keep" "Printers' Ink"

THE MCFARLAND PUBLICITY SERVICE  
HARRISBURG, PA., March 17, 1916.  
Editor of PRINTERS' INK:

A day or two ago a traveling man inquired at the newsstand in the Pennsylvania Station for a copy of PRINTERS' INK. The reply promptly came—"We can't keep the stuff, it spills all over everything." I have found that PRINTERS' INK does spread out pretty thoroughly over advertising and selling propositions, but from my own experience I have never discovered that it "spilled" for me.

THE MCFARLAND PUBLICITY SERVICE,  
E. F. ROWE.

# Why

—are there  
20 new  
accounts  
in the  
March  
issue?

Perhaps because  
The Theatre has  
a distinct class of  
readers and the  
key to their wallet

## The Theatre Magazine

PAUL MEYER  
Advertising Manager

8 West 38th Street  
New York City

## Experienced Copy-writer WANTED

☐ Leading newspaper in large Southern city wants copy-writer *EXPERIENCED* in producing result-bringing advertising for retail businesses of *ALL* kinds.

☐ Must know *type*, produce attractive *lay-outs*, turn out copy with a *pull* and *punch* and work *night* and *day* to keep pace with hustling, discriminating solicitors who *know* good copy and are *selling* it.

☐ Good salary; position permanent, but unless you possess above qualifications and are *determined* to *use* them this will be the most *uncomfortable* berth we can imagine.

☐ Tell us why you think you are the *right* man; what *others* think; send *variety* of your *copy* and name your best *price*—remembering that *summer* is *just ahead*.

☐ Address "M. C.," Box 437, care PRINTERS' INK.

## FOR SALE

### ADVERTISING SPACE

IN ALL CARS OF THE

## Hudson Tunnel

*At a liberal discount*

### ROBERT L. JOHNSTONE

24 Mt. Pleasant Av.

Newark, N. J.

## Are Auto Ads Bromidic?

NEW YORK CITY, March 24, 1916.

Editor of PRINTERS' INK:

Your recent contributions on "bromides" overlooked the magnificent offering spread before us in the automobile advertisements.

For your edification, I enclose the announcement of my "1917 Prophylactic Nine."

There were several rubber stamps which I had not room to use in the text. Among them:

"Again the sensation at this year's show."

"At last—a car you can afford to own and run."

"The car you have been waiting for."

"The 4 that made the 6 unnecessary."

"The 6 that made the 8 unnecessary."

"The 8 that made the 12 unnecessary." (May their tribe increase) and "This is the kind of a car you would build if you were in the automobile business."

To keep the art end fully on a par with the copy, subsequent "Prophylactic Nine" advertisements will carry the following illustrations:

- (1) Car beating "Limited" train.
- (2) At aviation field. All occupants save driver standing to watch aeroplane.
- (3) Ditto for Polo field.
- (4) Car shooting toward reader up crest of hill.
- (5) Car with occupants drawn one-half normal size to give that \$4,000 wheel-base.
- (6) Large family standing around car in front of home, all overdoing the congratulatory stuff.

Also, the "Prophylactic Nine" will never carry a passenger who does not earn at least \$7,500 a year. Nor, in our country touring pictures, will we ever show the least speck of mud on the car or tires, nor will touring ever upset the highly manicured appearance of the occupants.

RAY GILES.

P. S.—For the benefit of those who contemplate purchasing, I append the following specifications of the car illustrated in the accompanying advertisement:

**CHASSIS.** Nothing, in our opinion, has ever equaled laminated wood for resiliency. This chassis is wood—not laminated—but nevertheless.

**DRIVE.** Rope drive, having chain drive simplicity, but at no cost.

**STEERING WHEEL.** New marine style, a chic feature.

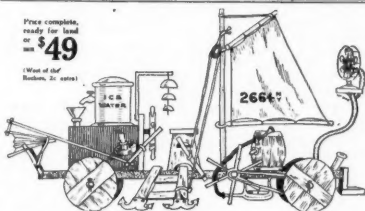
**REVERSE.** Driving wheel has six paddles. Keg at rear, tap of which, when opened, drips onto the paddles and the car backs. After falling on the paddles, the liquid (which should be the driver's favorite) falls to a boat-shaped scoop below. From here the driver may use it by means of the connected tube and mouthpiece.

**TIRE ECONOMY.** Tire expense dwindles into oblivion through the use of a quick, detachable barrel top wheel. There being no tires, there is no tire-some expense.

**WARNING GONG.** Instead of the rasping, ungentlymanly Klaxon or Spar-ton, we have the soothing Japanese dinner gong.

**COOLING SYSTEM.** Ice Water Cooler drips constantly into funnel. This is supplemented by bellows placed in front of the radiator, and operated by lever beside the driver's seat.

**ELECTRIC STARTER.** This is the idea which no doubt will put every other starter on the defensive. It is simply



Makers said: "It can't be done."—We done it!

## Announcing the 1917 Prophylactic Nine

Countless homes have voiced the hope, "If only the Prophylactic Company would build a car for around \$49!"

And now the answer!

We said to 237 of our 240 trained engineers (for three were called away on regular plumbing jobs and ten were out of town)—we said—

"The 1917 Prophylactic must be the wonder-car of motordom. You must give it the speed of an A.D.T.—the tensile strength of our selling argument!"

"Endow it with the squish plushy spout, merits of our gross agent's private Pullman."

"Forget 1916 standards. The time has come for another Prophylactic triumph."

Our engineers asked us, "What about price?" We answered, "Never mind that; we will fix the price afterwards. Fixing is our specialty."

That, we have learned, is how engineers like to work. No men lose heart more when hampered by restrictions.

**The Answer of 228 Wizards**

Working as a unit, the 228 engineers (for one of the three absentees was now back with his kat) produced the 1917 Prophylactic—a child of master

brains—the car of super-scientists.

**Never before such beauty.**

The war among makers was over. The public, who will see the car shortly, have voted this 1917 Prophylactic "the car men had been waiting for."

Those mighty hosts you see in every telegraph station are dealers placing quick carload orders.

For a sustained and multitudinous outpouring of demand greeted this dawn of a new era in motor vehicles.

**This Year 10,000,000**

10,000,000 owners of this new-day car will spin the roads this year.

But 10,000,000 more will sit and sulk in parlor arm-chairs—for ten million Prophylactics will not all the year's demand by half.

**You remember how disappointed in us you accepted last year's same lesser car.**

Will you sulk or spin?

Now stands the 1917 Prophylactic Nine alone on the apex heights of Motordom. Now comes another Prophylactic year.

**The Prophylactic Benzine Buggy Company**  
Detroit, Ind.

an electric fan. When you touch a button it fills the sail and sets the car in motion. Makes 1,000 starts out of 1,000 tries—works every time! We challenge anyone to equal it for dependability.

**CHANGE SPEED.** Of course, you can make this car go faster by throwing overboard the Ice Water Cooler or rear Keg, but it seems a shame to spoil the body lines this way.

**FOR RACING.** Sail is placed between driver's seat and the rear keg. This helps wonderfully if there is wind—in the right direction.



## Naming and Advertising an "Orphan" Brand

(Continued from page 12)

doing this except that the Ivers & Pond people had saturated him with selling arguments about their instrument. He knew its selling points by heart. He felt at home explaining its merits, and naturally it was the easiest for him to sell. As a result we sold hundreds of Ivers & Pond pianos which we would not have sold were it not for the continual hammering the makers kept up about selling their instrument. I know this to be a fact, because more than once I have caught myself with a customer in front of that piano, and the reason was that I was so well primed by their literature that I walked over to it almost sub-consciously.

"So in our selling plan we try to accomplish the same thing, and I think we do. But we do not depend entirely on letters to win the dealer. From the first we have used posters co-operatively with him. Last year we posted over 200 cities, on a fifty-fifty basis. We furnish the posters and the dealer pays half. In cities where we have more than one dealer we stand the entire expense. For instance, in Chicago we travel 300 posters around the city—that is, we start them on the South Side, keep them up a month, then move to the West Side for another month and continue the campaign with a month's showing on the North Side. In this way we get a big showing, at a comparatively small outlay. While this posting is being done we make a special effort to get dealers to feature the spring in the newspapers. To further impress the dealers we use page space in national publications and of course the backbone of our consumer advertising is always in the farm papers, for we are firm believers that the cream of all markets is the farmer—especially for a quality product such as we are now manufacturing.

"This advertising, which we regard as the key to our whole selling plan, we have increased steadily

year after year, and it has been very interesting to us to watch and chart its effect on sales. The first year of this advertising campaign sales jumped to two and one-half times the volume of the previous year. The second year the advertising appropriation was not increased, but the sales doubled again. The third year advertising was increased 37½ per cent and sales increased 400 per cent. The fourth year the appropriation was again increased 33 per cent, and sales increased 250 per cent.

### WHEN AN "OFF" PERIOD COMES AROUND

In 1915 the advertising appropriation was four times the amount spent the first year, and sales were twenty-eight times the volume secured the first year, and more than seventy times the volume of the year just preceding the advertising campaign. The advertising seems to gather momentum as it goes along, with the result that each year finds the result-bringing value of an advertising dollar materially increased.

"Another interesting thing we found in watching our sales and advertising curve was the possibility of anticipating a drop in sales, and offsetting it by increased selling and advertising effort. For example, in 1913 we saw that it was going to be a slow year. Our first inclination was to retrench—it was even advised by some that we cut down on our advertising altogether. Instead of doing that, however, we increased our advertising appropriation. As a result, instead of the sales curve showing a drop it held steady. The profits were missing just the same, but we soon made these up when business picked up. By putting the profits we were sure to lose anyhow into increased effort, we were able to get such a head-start on our competitors that they have never yet been able to overtake us. There is a good suggestion there for any advertiser troubled with 'off' seasons or slack spells.

"We have now been advertising our specialty a little over four and a half years with the result that

# The Philadelphia Record

announces the appointment of

**Hasbrook, Story & Brooks, Inc.**

FIFTH AVE. BLDG., NEW YORK

MUTUAL LIFE BLDG., PHILADELPHIA

PEOPLES' GAS BUILDING, CHICAGO, ILL.

AS FOREIGN REPRESENTATIVES  
IN THE EASTERN AS WELL AS  
THE WESTERN FIELD

Mr. J. F. Finley, who has represented  
"The Record" in the Eastern field for many  
years, has become a member of Hasbrook,  
Story & Brooks, Inc.

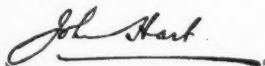
*There is only one  
Weekly Paper  
in Great Britain*

that regularly publishes a Chartered Accountant's Certificate of its nett paid sales, the number of copies actually paid for by the public each week.

IT'S

# London Opinion

If you want a copy of the Certificate for the six months ending September, just drop me a postal.



Advertisement Manager

**LONDON OPINION**  
15 York Bldgs., Adelphi, London, Eng.

if we let the figure 1 represent the annual volume in the year previous to our first using farm papers the figure 70 would represent our volume to-day. During this time we have spent less than \$200,000 in advertising, and our selling costs are becoming lower and lower each year. Hand in hand with the lower selling costs go lower manufacturing costs due to increased volume, so that on the whole we consider that our decision to stop making orphan bedding, and come out and advertise a quality trade-mark direct to the consumer was one of the wisest moves we have ever made in our entire business history.

"Still another effect of the advertising has been to elevate the tone of the entire industry—even our competitors tell us that the small-town trade is now calling for a higher class of goods at better prices than ever before in the history of the business. The small merchant himself stands aghast at the ease with which he can sell our merchandise to the farmer without quibble or even discussion of price. The farmer cheerfully pays twice as much for our bed-spring as he formerly paid for cheap and inferior stuff, chiefly because no one had come to him before with a quality appeal."

From these remarks of Mr. Anderson it becomes quite evident that the wise thing to do when the sales curve shows a saturated market is to look beyond your present market and find out what is wanted. Then supply that want, instead of continuing to make products put out by every other concern in your line. By doing this the Minneapolis Bedding Company, as we have seen, has been able to build up a business on a specialty that has in less than five years run away from all the rest of the line put together. In fact, it found it expedient to conduct its national business without the handicap of a geographical name and to carry on its sales operations under the name "Way Sagless Spring Company." It is all so perfectly obvious that one cannot help wondering at the

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thousands upon thousands of manufacturers—manufacturers of every conceivable product—who persist in straddling a large line of price-beset products, when by selecting a leader and trade-marking it they could soon step out of the price rut, and find themselves in possession of a healthy, prosperous, competitionless business.

### The Ad League Frivol

The third annual dinner and dance of the New York League of Advertising Women was given on March 21, at the Prince George Hotel, 280 guests in attendance.

After-dinner speakers introduced by Miss J. J. Martin, president of the League, were: Herbert S. Houston, president of the A. A. C. of W., Channing Pollock, Geo. B. Caldwell, president of Sperry & Hutchinson; and Frank Crowninshield, editor of *Vanity Fair*.

Mr. Houston spoke of the work being done by advertising clubs for the business man as an individual and in educating the small retailer to develop his opportunities. He also read the resolutions presented two days before by a Committee of National Advertising Service Men to President Wilson, offering to co-operate in a national campaign of preparedness—industrial and patriotic. The plan was endorsed by the Naval Advisory Board and by such educational bodies as Harvard University and University Extension Bureaus, and by men prominent in national affairs.

Mr. Pollock related what he was pleased to term "Lies I Have Told"—ingenious if not ingenuous press-agentries of other days.

A portion of Mr. Caldwell's address is given elsewhere in this issue.

The final speaker was Mr. Crowninshield, who paid his respects to women in the advertising field, criticizing but crediting them with many noteworthy successes.

The next regular meeting of the League will be "Movie night—the place of the film in advertising."

### Willys-Overland Progress

In the twelve months of 1915 the Willys-Overland Company earned \$11,201,255 net or within \$546,000, or 5 per cent, of the total earnings for the two fiscal years 1913 and 1914, which then ended June 30. The earnings for 1915 were equal to over 46 per cent on the \$21,000,000 common stock, after deducting the seven per cent dividend on the now issued \$15,000,000 common.

### Too Much Truth

Reckless Salesman for \$600 car: "Why, this car is so classy that if you drive up to a hotel in it the clerk'll put you down for a \$5 room."—*Automobile Topics*.



## "PUNCH" INCREASE OF RATE

SINCE October 1st, 1913, the same rates for advertising in "PUNCH" have been in force, based upon a Net Sale per week of 100,000 copies. Since 1913 the Net Sale of "PUNCH" per week has grown from 10 to 65 per cent, beyond the 100,000 mark. This has meant a handsome bonus to every advertiser at the expense of "PUNCH" for a very long period.

Under ordinary circumstances rates would have been increased in October, 1914, but war conditions prevailing such action was delayed out of consideration for advertisers during these trying times, and "PUNCH" has borne the whole brunt of the heavy extra expense for all this time and intended to continue so to do until at least the end of 1916.

Now, however, the drastic restriction of paper supply by the Government, and the very great increase in the cost of production, has made it absolutely necessary to raise the advertising rates at once, and a new scale of rates will come into effect on April 1st next.

All orders for definite space on definite dates during 1916 which were booked up on March 1st will be carried out, so far as the Government restriction of paper supply will permit, at rates and terms on which they were booked.

All further orders for space on dates after March 31st must be at the new rates and terms as per new scale, which will be sent on application to any advertiser or agent who has not received one.

ROY V. SOMERVILLE  
Advertisement Manager "Punch"  
10 Boulevard Street  
London, E. C., England.

## Stetson Hat Campaign Developing

**Largest Manufacturer in the Industry Is Looked Upon by Trade as Committed Definitely to Career of Consumer Advertising—Has Been Aggressive Merchandiser of Its Goods**

UNUSUAL interest attaches to the consumer advertising placed by the John B. Stetson Company, of Philadelphia, largest hat manufacturer in the United States, in a national weekly and several daily newspapers of Philadelphia and New York from the fact that it is believed by the trade to be only the prelude to an extended and consistent national campaign, which has been looked for ever since the house dropped its former policy of confining its line, five or six years ago, and began to expand its distribution.

The company used three pages last year in the same weekly to make announcements, and for the last two or three years has taken small space in the newspapers in the spring for the same purpose. Though the company refuses to make any announcements, these activities have been taken as signs of its increasing interest in general advertising, and it has been felt that sooner or later its extensive and elaborate trade-work would be completed by a consumer campaign. It is appreciated that the condition of the business and the trade may have had a great deal to do with it. The industry is not in a healthy state, owing to over-competition. While the Stetson Company has fared far better than any other, it has not man-

aged to get beyond the point it reached three or four years ago, nearly \$10,000,000 in sales. Capitalized at \$8,000,000, it reached a 25 per cent dividend basis on its common stock in 1905. It touched 50 per cent in three years since, but has not done so since 1912. That may have suggested the employment of fresh means and effort.

The Stetson story is one of the most romantic in the domain of business. John B. Stetson's father had been an employing hatter before him, and the young man was brought up to the trade. Ill health, however, sent him West early in life. He engaged in the brick-making business for a time at St. Joseph, Mo., and became prosperous, but lost his fortune and business almost over night through a flood. Recovering his health in further Western travel, he came East about fifty years ago, and with \$100 in his pocket started the hat business in Philadelphia.

A business that can be built up



### STETSON HATS

**YOU** men and young men who want the right hat—spirited style, unmatched quality! The Spring Stetsons are ready!

Here is one of the new styles, the **PACEMAKER**. Note the taper to the crown, the swing to the tipped-up brim, the harmony of the hat with the clothes men are wearing this season.

For your other Spring Stetson there are many break styles in the **Comfort Derby**—an exclusive Stetson feature. Any **Comfort Derby** in your size fits easily to your head—no conforming or breaking in.

In this day of scarcity in imported felling fur, it is important to note that our large reserve of high-grade furs enables us to maintain the quality which men expect in a Stetson.

The Stetson is never an ordinary hat—the only way to match the quality of a Stetson is with another Stetson.

*Stetson Hats are always shown by the leading hatters and haberdasheries in every city.*

**JOHN B. STETSON COMPANY**  
PHILADELPHIA

NATIONAL COPY IS DIGNIFIED, BEFITTING THE STANDING OF THE HOUSE



CHARLES DANIEL  
**FREY**  
COMPANY  
*Advertising Illustrations*

MONROE BUILDING  
CHICAGO

**An Idea That Is Making Good**



**THE  
KNICKERBOCKER PRESS**

COVERS

Albany, Troy, Schenectady  
and The Capitol District

**FOR YOU**

RATE, SIX CENTS FLAT

*Advertisers, Sales Managers and  
Space Buyers are requested to write*

**THE KNICKERBOCKER PRESS**

**FOR FACTS**

*Member of A. B. C.*

to nearly \$10,000,000 in a strongly competitive field, while no other competitor has ever come nearer than about \$2,000,000, must be founded on substantial policies. Mr. Stetson found it necessary almost at the beginning to depart from the price-basis. He found it impossible to make a dent until he offered the more expensive kind of hats. It was a hat that he had made for himself that started him on the uproad.

The prestige of the Stetson is

a \$5.00 broad-brimmed hat to every clothing and hat-dealer in the Southwest, asking each to sell the hat and remit, with order for a dozen more.

From first to last, the Stetson name and brand went into every hat. This was contrary to trade-custom, and the jobbers objected, but he defied them and carried his point.

The company has for many years carried at first a card and now a back cover in the single

trade journal of the industry, *The American Hatter*. It was the leader among the hat manufacturers in furnishing the dealers with helps for their stores and with mailing lists. The work has been very much developed during the last five or six years, or since the time when it established an advertising department.

### Palmolive

#### Window Campaign

The growing tendency among national advertisers to plan complete campaigns of dealer material is emphasized in the series of window trims being furnished dealers by the B. J. Johnson Soap Company, Inc., of Milwaukee, maker of Palmolive toilet products.

These trims are similar in design to the advertising which that company is doing in the magazines, and there is one trim for each product; one for Palmolive soap, another for Palmolive cold cream, another for talcum powder, etc. In order to secure these trims the dealer must

agree to use the complete series of seven. In this way the company hopes to keep its trade-name before the store passerby over a period of time. The novelty in the plan lies in the effective manner in which the whole series has been tied together.

G. H. Read, formerly advertising manager of the Hartman Furniture Company, Chicago, and for several years with Lord & Thomas, has joined the Turner Advertising Company, Chicago.



## STETSON HATS

### for Spring

**TO Men and Young Men**—the first showing of Spring Stetsons is now open in the stores of the leading hatters and haberdashers of the city! Among the Soft Stetsons you will probably take the greatest interest in the *PACEMAKER*—

With its slightly tapering crown—the swing of its tipped-up brim—in band of rich grosgrain silk with the unusual double edge—

Embodying the style note of the day as only a Stetson can—and decidedly becoming to most men.

For your other hat—look at the *Comfort Derby*—a recent Stetson advance that makes a

Derby set as kindly to the head as a soft hat. Any Comfort Derby in your size will fit you perfectly—no “conforming” or “breaking in.”

The Stetson is never an ordinary hat—the only way to match the quality of a Stetson is with another Stetson.

Today more than ever—no hat can approach a Stetson for *Style and Quality*.

**JOHN B. STETSON COMPANY**  
PHILADELPHIA

“STETSON HATS” IN THIS NEWSPAPER ADVERTISEMENT IS  
ALL THAT IS NEEDED TO GET A READING

really a Western prestige. It is associated with the broad-brimmed, sombrero-like hats of the far-Westerner. The reputation was well earned. Early in his career, Mr. Stetson sent travellers out West among the cowboys and small-town dwellers, and sold them “Stetsons” at \$15, \$20, \$25, and even more. Later, one of his most successful stunts was to send



# HOTELS STATLER

Rates from \$1<sup>50</sup> Per Day



**BUFFALO**  
450 Rooms 450 Baths



**DETROIT**  
800 Rooms 800 Baths



**CLEVELAND**  
1000 Rooms 1000 Baths

## For EVERY Guest

THE extra-good variety of hotel service which we've developed at Hotels Statler is for *every* guest, no matter how little or how much he spends.

Yes, it's for the non-tipper, too.

The patron of a hotel has just as much right to expect *courtesy* and a *gracious, thoughtful service* from employees as he has to expect his change.

He gets it every time at a Hotel Statler—or as nearly every time as humanly-rendered service can make it.

Your satisfaction guaranteed, whether you spend \$1.50 or \$20 a day.

*You'll always find other advertising men at the Statler.*



# LYDDON AND HANFORD CO advertising

MAGAZINE NEWSPAPER  
TRADE OUTDOOR AND  
STREET CAR ▲ ▼ ▲ ▼

200 FIFTH AVE NEW YORK  
42 EAST AVE ROCHESTER  
BUFFALO ▼ SYRACUSE ▲ ELMIRA

## Printers and their Specialties

Advertisers Can Consult with Profit, this List  
of Printers, When Planning their Next Job

**Walters & Mahon**  
Incorporated

*"Printing that Pulls"*

64 Church St.  
New York City

PHONE CORTLANDT 1087-1088

*Specify*

**"CROWELL  
BINDING"**

when you order books or catalogs.  
You will then get your money's  
worth. All styles of cloth,  
leather and paper in quantities.

**THOMAS Y. CROWELL CO.**  
426-428 West Broadway, New York

**WE** make your printing  
deliver your message  
instantly, forcibly and  
as beautifully as circum-  
stances permit.

**THE KALKHOFF CO.**  
216 West 18th Street, New York

**ONE** way to get sat-  
isfactory ad-com-  
position is to have it done  
by those who know how.

*Day and Night Service*

**C. E. RUCKSTUHL, INC.**  
*Typographic Service*  
27 EAST 31ST STREET, NEW YORK

**Charles Francis Press**

is especially equipped to handle  
and expedite orders for high grade

**PROCESS COLOR  
HOUSE ORGANS**

and kindred printing  
*Service the very best*

30-32 West 13th Street, New York City

**Walcutt Bros. Co.**  
141 East 25th Street, New York

**EMBOSSING**

UNUSUAL  
**COLOR PRINTING**  
**PAPER NOVELTIES**

**READ PRINTING  
COMPANY**  
HIRAM SHERWOOD, President

Ideal service in Print-  
ing—from the design  
to the binding

106 SEVENTH AVE., N. Y.  
Telephone 6396 and 6397 Chelsea

**WE** operate the largest  
plant in the East for the  
complete manufacture of high  
grade catalogs and magazines.

Prompt deliveries guaranteed.

**THE PERIODICAL PRESS**  
76-88 Lafayette St. - - New York

## Engraving—Designing—Electrotyping

A Handy Buyer's Guide for Advertisers,  
Advertising Agents and Publishers

*The*  
**Colorplate Engraving Co.**  
J. E. Rhodes, Pres. 311 West 43rd St. N.Y.



Quality Color Plates

**THE  
GILL ENGRAVING  
COMPANY**

*Our reproductions for printing in colors  
are of the same excellent quality as our  
"black and white" engravings. These have  
been the standard of quality for 27 years.*

SERVICE EQUAL TO QUALITY

140 Fifth Avenue, at 19th St.  
Phone 4440 Chelsea

### ELECTRO SERVICE IN CANADA

NEW YORK, 10-15-15.

"GENTLEMEN:

You gave us such good service  
last time and were so prompt in your  
shipments that we think it is advis-  
able to pay the price you quote, rather  
than try to save a little by making a  
change."

Name on request.

*Our prices are standard electrotype prices*

**RAPID ELECTROTYPE CO.**

OF CANADA

345-347 Craig W. Montreal, P. Q.

**SCIENTIFIC  
ENGRAVING CO.**

406-426 W. 31st St., New York

Telephones Chelsea 2117-2118-2229

**Best Equipped Plant in New York**

Guarantees you finest plates at  
reasonable rates

**FINE PLATES**

### THE STERLING ENGRAVING CO.

Designing Retouching  
Halftones Ben Day  
Color Process Wax

New York City, N. Y.

200 William St. Tenth Av. cor. 36th St.  
Tel. 2900 Beekman Tel. 3900 Greeley

#### ABOUT ZINC

Try to imagine a strip of ZINC one  
inch wide and 22 city blocks long.

Then you get some idea of just how  
many ZINC cuts we make week in and  
week out.

And,—a better strip of ZINC printing  
plates was never made.

**Metropolitan Art Craft Co.**

2 Duane St. New York

Telephones Beekman 2980-1-2.

**DAY AND NIGHT SERVICE**

Advertising Agencies will do well to  
consider our service when in need of

### Process Color Plates

Being the leading house in Color  
Printing, we are eminently quali-  
fied in judging printing plates for  
Color Work.

**ZEESE - WILKINSON CO.**

424-438 W. 33rd St., New York

**WE** have never yet lowered a  
standard to get an order.  
If high artistic and mechanical  
skill weren't sufficient reasons  
—long engraving experience  
would be.



**THE BECK ENGRAVING CO.**  
PHILADELPHIA NEW YORK

# TOSS A COIN or PULL A STRAW

You can toss a coin or draw straws for a choice of territory to begin your campaign, and win by accident, but the sure and safe way is to choose

## NEW ENGLAND

and you win by good judgment!

Here, in these six eastern states, are nearly 7,000,000 people; above the average in education; with the highest per capita of accumulated wealth.

These New Englanders are quick to respond to advertising, eager to purchase anything that will increase their health, pleasure, or comfort. It has become a habit with father and son, mother and daughter to read and heed advertising in local daily newspapers.

These cities may be easily and economically covered by your salesman as it is almost a constant chain of cities from the border line of Connecticut to Maine's Canadian boundary.

Let your campaign be one of newspaper advertising—and be sure the Home Daily Newspapers are used—and you will be well pleased with the results.

**BRIDGEPORT, CT.,** Post and Telegram  
Daily Circulation 31,000—A. B. C.  
Population 150,000, with suburbs 220,000.

**HARTFORD, CT., COURANT**  
Daily Circulation 16,800.  
Population 98,915, with suburbs 125,000.

**NEW HAVEN, CT., REGISTER**  
Daily circulation 19,414.  
Population 133,605, with suburbs 150,000.

**MERIDEN, CT., RECORD**  
Daily Circulation 5,963.  
Population 37,265, with suburbs 50,000.

**WATERBURY, CT., REPUBLICAN**  
Daily Circulation 8,783.  
Population 73,144, with suburbs 100,000.

**PORTLAND, ME., EXPRESS**  
Daily Circulation 20,944.  
Population 58,571, with suburbs 75,000.

**BURLINGTON, VT., FREE PRESS**  
Daily Circulation 10,014.  
Population 20,468, with suburbs 40,000.

**MANCHESTER, N. H.,** Union and Leader  
Daily Circulation 27,705.  
Population 75,063, with suburbs 150,000.

**LYNN, MASS., ITEM**  
Daily Circulation 15,261.  
Population 89,336, with suburbs 100,000.

**NEW BEDFORD, MASS.,** Standard and Mercury  
Daily Circulation 20,949 net paid.  
Population 109,000, with suburbs 120,000.

**SALEM, MASS., NEWS**  
Daily Circulation 20,021.  
Population 43,697, with suburbs 150,000.

**SPRINGFIELD, MASS., UNION**  
Daily Circulation 29,591.  
Population 100,000, with suburbs 250,000.

## Death of Edwin Moore

Edwin Moore, inventor of the Moore Push Pin and head of the Moore Push Pin Company, Philadelphia, died March 24, at the age of 41. Mr. Moore was one of those opportunists who conceive an idea so simple that it seems absurd that nobody had thought of it before. "Poor Richard's Almanac," the publication of the Poor Richard Club, Philadelphia, says of him:

"Mr. Moore's great asset was an unbounded confidence in the merit of the pins and a great faith in publicity. In describing that trying period in his business career, Mr. Moore said, some time before his death: 'I had but \$112, which was largely used in the purchase of materials. I made push pins one day and went out to sell them the next, so I could get money enough to manufacture more. I was both manufacturer and salesman.' His first sale was one gross for \$2. The next order was for \$75 worth, and the first big deal was a sale of \$1,000 to the Eastman Kodak Company.

"Mr. Moore quickly realized the advisability of placing his push pin on the world market, and in 1903 his first national advertisement appeared in the *Ladies' Home Journal*. This was followed by others. The experiment was a success, and to-day the Moore Push Pin Company owns and occupies a large, well-equipped plant at Wayne Junction which is devoted exclusively to the manufacture of 'little things.'"

## New Company in Motor Publishing Field

A controlling interest in the Automobile Blue Books and *Motor Print* has been secured by the Associated Blue Book Publications, lately organized by Max Holtz and Robert Wolfers, both of New York.

Max Holtz has been closely identified with the *Dry Goods Economist* and related properties for twenty-one years. Mr. Wolfers is publisher of the Automobile Trade Directory and has been identified with the publishing interests of the Class Journal Company for fifteen years. Horace M. Swetland, president of the United Publishers' Corporation, with the two above named, form the board of directors of the new company.

Brock Mathewson, formerly with *Collier's* and the Class Journal Company, will be in charge of the advertising department and E. R. Mixer will continue as general manager.

## Richard J. Sloman in Agency Work

Richard J. Sloman has resigned as advertising manager of the Rike-Kumler Company, Dayton, Ohio, to take an active part in the management of the Sloman Advertising Company, also of Dayton, in which he has been interested for several years. He will continue to handle special advertising work for the Rike-Kumler Company.

## A THOUGHT to Pass to the Chief PORTLAND For a Trial Campaign

If you are the sales manager of a non-advertised product, and if you have put it up to the chief to try out some plan of advertising in a few cities to help the dealer to move his goods, and to show the salesmen that there is a live house behind them, and the chief has turned you down on the grounds that he has conducted the business so far without advertising, and he guesses he can worry along, point out to him that business life is like a human relay race, the first runner can go so far and then another fresh and strong must continue the race. The new runner is advertising.

Ask him to let you try a daily newspaper campaign in Portland, Maine's great city. 10,000 lines will cost \$450; 5,000 lines \$250.

We will give you any help that is reasonable as you will surely go into the

## EVENING EXPRESS

LARGEST CIRCULATION OF ANY MAINE DAILY.

Julius Mathews Special Agency  
Boston—Chicago—New York

## Do You Know That 90% Of Sickness Is Avoidable?

The readers of

## PHYSICAL CULTURE

know this. And best of all, they know how not to be sick. **PHYSICAL CULTURE** employs the leading health authorities of the age to provide them with this knowledge.

Is it any wonder they regard **PHYSICAL CULTURE** as an essential part of their daily life—or that they give it their confidence and loyalty to an unusual degree?

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building  
W. J. MACDONALD, Manager

Member of Audit Bureau of Circulations

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, K. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, MARCH 30, 1916

**Attitude Toward Price-maintenance Changing** The damage suit brought by Frey Brothers Company, of Baltimore, against the Welch Grape Juice Company, alleging a conspiracy to maintain resale prices, has resulted in a disagreement on the part of the jury, and, so far as legal precedent goes, leaves the question right where it was before. This was one of the cases (another was brought at the same time against the Cudahy Packing Company) which, according to Walter A. Frey, the head of the cut-price jobbing house, were going to settle once for all the status, under the anti-trust laws, of attempts at price-maintenance. Apparently, however, neither side was able to bring the jury wholly to its point of view, and thus far Mr. Frey's adventure has succeeded in settling nothing.

It is interesting to note, however, that Judge Rose did not seem to be much impressed with the heinousness of the Welch Company's offense in cutting off

Mr. Frey because the latter cut prices. We have a copy of his charge to the jury, in which occurs this recital of events:

"There is evidence that certain jobbers, actual and potential competitors of the plaintiff here in Baltimore, in the sale of Welch's Grape Juice, complained to the defendant that plaintiff was cutting prices. Defendant then satisfied itself that plaintiff was in fact doing so. Thereupon it refused to fill an order it then had from plaintiff and has never since sold it any grape juice. It is further in evidence that the plaintiff then notified the jobbers who had complained of plaintiff's price-cutting that defendant had cut it off of the list of defendant's distributors, and would not thereafter sell it grape juice. There is further in evidence a circular-letter of the defendant sent out to the trade in October, 1912, in which defendant stated it expected jobbers to maintain its resale prices, and that it would decline to sell to those who did not."

That seems to be a pretty clear and straightforward statement of intent, and concerns in times past have been roundly scored by the courts for less obvious attempts to "keep up" prices. Signs are multiplying, however, to the effect that price-maintenance is coming to be regarded with less apprehension. It may or may not be a fact of significance, but Edgar T. Welch informs us that the jury in this particular case stood eleven to one in favor of acquittal.

**Advertising Is it not time  
Salesmen or that we drop the  
Solicitors? designation "so-  
licitor" for men  
who sell advertising and apply to  
them the much more suitable, not  
to say dignified, name of sales-  
men?**

This thought was the burden of part of a sparkling little talk recently given by Miss Olive A. Cole, of the Gillette Safety Razor Co., before a meeting of the Pilgrim Publicity Association of Boston. This is the way Miss Cole expressed it: "Before taking up the topic I want to say I don't

like the name 'solicitor' in connection with the man who sells advertising. It is too suggestive of getting something without giving something in return. One of the definitions of solicitor is 'one who or that which entices or tempts' and to solicit 'is to excite desire in, or influence to action, allure or invite; to seek to obtain something from, by persuasion or entreaty; beg of persistently, as to solicit a man for alms.' There was a time . . . when the main idea was to go out and put something over—no matter whether or not the space or article sold would benefit the victim—sell him anyway—a sort of 'come now, dig down in your jeans and hand over a bunch of kale' attitude. To-day selling advertising is on an entirely different basis. Just as serious, earnest-minded men have rescued advertising from the ruck and mire of a few years ago and brought it up to a plane where it is now one of the greatest forces for good in the country, so the men who sell advertising—who go out into the marts of trade—are a much better class of men and have a very different viewpoint. To-day the advertising man who calls on you has something more tangible than blue sky to offer. He has service—a wonderful light that is illuminating the dark places—a force that is making the desert to bloom as the rose; and it seems to me that a man engaged in selling advertising who is trying to measure up to the high ideals of present-day ethics is deserving of a better title than the name 'solicitor.'"

What Miss Cole here seeks to emphasize is the fact that advertising as sold to-day is a commodity, and is she not right about it? Advertising a man's razor, the Gillette Co. seeks mediums which are read widely by men. It judges those mediums not only by the size of their respective circulations, but by the character of their appeal to the reader. Similarly, in seeking for dealer-cooperation, the company hunts out the trade-papers which most nearly measure up to its ideas of what will most strongly appeal to hard-

ware merchants or to druggists, as the case may be. And so it is with all mediums. Among class publications, for example, the ideal medium is the one which most nearly reaches 100 per cent of a given class. In its case, the subscription department seeks out prospects among its class, and this is carried to the extent of actually discouraging others. The editorial department writes and edits with an eye single to the needs, preferences and interests of that one class. Hence, when the advertising salesman (please observe the designation) of such a publication calls on the advertiser, he has a definite, brass-tacks, tangible service to offer—a medium through which the advertiser can direct his efforts to the very people he wants to reach with the minimum of waste.

The man who goes out to vend the services of such a medium may well call himself a salesman; and if he does not choose such service to vend, we have secure refuge in the thought that his failure to offer worthy merchandise is his own fault. But, like other things in life, it rests with the man whether he shall be worthy or unworthy; whether he shall sell service or offer blue sky; and likewise, whether he shall choose his place among those who still properly rest under the name "solicitors" or shape his endeavors so that he shall justly be entitled to the fine, worthy, upstanding name of "salesman"!

#### **A Statement of Business Ideals**

It is not often that business ideals are reduced to writing. Business men are usually too deeply engrossed in the immediate problems of management to take time to express the real ends which they are striving to attain. So-called "big business" especially has suffered from this lack of self-analysis. Its purposes have not been by any means so sordid as the public imagined; but it has been unable to convince the people of its good intentions largely because it had no clear conception of them which could be expressed.



It is interesting to note, however, that one large corporation which has taken a leading position in bringing about a better understanding between itself and the public, has taken pains to formulate very clearly the purposes toward which it is working. In the annual message of Theodore N. Vail to the stockholders of the American Telephone & Telegraph Company, we find this paragraph:

"With a reasonably satisfied public; with a reasonably liberal public; with a reasonably inclined Federal, State and municipal control and regulation; without any onerous or unreasonable demands in sight or probable; with a normal business requiring only normal amounts of future capital; with a system sufficiently in advance of existing conditions to meet all possible demands or exigencies; with a business of such a nature that it makes the most economical 'servant' for social or commercial intercourse the first to be employed, the last to be discharged; with an operating staff from office-boy to senior executive, from newest to oldest, who look upon the system as their system, who are jealous of its reputation and zealous in support of it; who have a keen interest in its improvement and development; who believe that their success and the company's success are inseparable: who are never satisfied except with something better and who recognize their obligations to the public—with all these, we should look forward with confidence to the future."

That comes pretty close to a statement of business ideals in practical, attainable form.

### **Advertising the Census Bureau**

The lack of any adequate provision for advertising the statistical and investigative work of the United States Government has been commented upon more than once in these pages. Uncle Sam is an indefatigable gatherer of statistics, and the publications of the Departments of Commerce

and Agriculture are veritable mines of facts and figures which have been compiled at the public expense, and which are supposed to be for the public benefit. The usefulness of all this material, however, is nothing like what it might be if it were properly brought to the attention of those who might make profitable use of it. Unless a business man himself takes the initiative, and writes to Washington for information, he is not likely to appreciate the broad scope of the work which is actually being done for him by the Government.

It is a pleasure to note, however, that one department of the Government has so far broken with tradition as to take the initiative itself, and is attempting to give business men some idea of its activity. Members of the Chamber of Commerce of the United States received, under date of March 20, the following letter from the Director of the Census:

"In the belief," it reads, "that the census statistics along certain lines will be of value to you and to your organization, there is inclosed herewith a classified list of census publications. The Bureau will be glad to supply you without charge, for your personal use or for the use of your organization, with any of these publications which are available for distribution."

"There is also inclosed a pamphlet, 'The Story of the Census,' containing a brief history of the inception and growth of the census work from 1790 to the present time, which perhaps may prove of interest."

The pamphlet referred to in the closing paragraph is worthy of special notice. It is a piece of advertising literature, pure and simple, written to "sell" the service of the Census Bureau to business men. We are glad to note that the need has at last been recognized by one Government official at least, and we hope the practice will spread.

The Richard Hudnut advertising account has been secured by Street & Finney, Inc., New York.

# Good News

FOR THE

## *Buyer of Paper*

**I**NSTANT accommodation is offered herewith to those who are finding it difficult to fulfill specifications on requirements for COVER PAPERS.

The five Distributing Points listed below are provided with samples, prices, and full information pertaining to A BIG STOCK of Cover Papers, which is offered at POSITIVE PRICES.

This supply will be found sufficient to answer almost any catalog requirement, because the variety of choice in colors, finishes, sizes and

weights is flexible enough to fill ANY DEMAND.

The unprecedented rise in printing paper prices, coupled with the inability of the mills to guarantee future deliveries will make this announcement particularly welcome.

This substantial stock is NOT subject to an advance in price, and reservations will be honored for future deliveries at prices quoted NOW.

*Daniel Lewerth*

### *Distributing Points*

New York: Andrews & Lewerth, Inc.  
72 Duane Street Phone Worth 2373

Philadelphia: Louis Dejonge & Company  
146 No. 10th Street Phone Walnut 6913

Boston: *The PAPER House of New England*  
516 Atlantic Avenue Phone Fort Hill 4565

Worcester: *The PAPER House of N. E.*  
Graphic Arts Building Phone Park 1111

Springfield: *The PAPER House of N. E.*  
71 Lyman Street Phone Springfield 2817

## WANTED

### An Advertising Man who can write copy

Not a copy man simply, but a well-grounded advertising man who can size up the needs of a proposition and lay out a logical plan and copy scheme. He must be a good writer, know art work, engraving and printing and how to get them.

The man wanted must have had experience in the copy department of some agency of good standing and a knowledge of merchandizing and trade problems.

This opening commands a good salary and promising prospects with established agency. State present salary and send such information as you think essential with samples of work to

**"S. S.," Box 441**  
**Care PRINTERS' INK**

## Canadian Government Backs Thrift Campaign

Announcement has just been made by the Canadian Government that it will spend \$100,000 in advising the people of Canada to practice thrift and increase production. A regular newspaper campaign will be undertaken. Within a few days these advertisements will appear in a large list of papers, telling the people they should save and how they can save. In the papers which reach the rural portions of the country there will be advice and directions upon the way agricultural production can be increased.

The venture will be along the lines of the "Apple Campaign" of the Government two years ago, which was the beginning of display advertising on a large scale on the part of the Canadian Government. In the early part of 1915 similar methods were employed to promote agricultural production. The present campaign is a logical continuation of the Patriotism and Production campaign of last year.

The *Ottawa Free Press* has this to say of the campaign just inaugurated:

"The idea is to carry on a big advertising campaign during the next six or eight weeks throughout Canada. As regards Western Canada, it will be initiated at once in view of the early commencement of seeding operations.

"The object of the effort will be to increase production in all lines and to preach thrift and economy with a view to promoting saving among Canadians to the end that the war may be financed. In England and all the other Allied countries such campaigns have been carried on in one way or another and have produced their result."

## Where to Send Convention Mail

Theodore E. Ash, secretary of the Convention Committee of the Poor Richard Club, Philadelphia, has opened offices in the Bell Telephone Parkway Building, Philadelphia, and mail relative to the forthcoming convention of the A. A. C. of W. should be addressed there rather than to the Poor Richard Club.

## C. A. Burrell Now With Kemco

C. A. Burrell has resigned as advertising and credit manager of the Willard Storage Battery Company, of Cleveland, which position he has held for several years, to become secretary and general manager of the Kemco Electric Manufacturing Company, also of Cleveland.

## "Textile World Journal" Has Chicago Office

The *Textile World Journal*, New York, has opened a Chicago office in the Lytton Building, State Street and Jackson Boulevard, in charge of William J. Benn.

### Big Sales of Private Brands

The Liggett's Riker-Hegeman drug stores of New York City recently put on a one-cent sale. A one-cent sale is the giving of two articles for the price of one, plus one cent. According to an advertisement of the Liggett's Riker-Hegeman stores on Monday morning last, the following items were sold during the last one cent sale in New York:

Over 250,000 pounds of Liggett's Breakfast Coffee; over 90,000 cakes of Harmony, Rexall and other soaps; over 70,000 pounds Fenway and Guth candy; over 500,000 Flor de Murat and Poreco cigars; over 90,000 packages of Liggett's Opeko tea; over 100,000 jars of Liggett's jam, honey and marmalade.

The advertisement also says that in addition the following were sold: Over 3,000,000 Lord Salisbury cigarettes; over 100,000 tins of Stag and Tuxedo tobacco; over 20,000 tooth brushes; over 35,000 boxes of stationery; over 20,000 boxes of talcum powder.

The New York one-cent sale was held in forty stores and it was characterized in the advertisement as being "one of the most gigantic merchandising special efforts ever made anywhere." Forty trucks and automobiles, it is said, were employed and worked day and night. The advertisement was published to thank the public for its patronage.

### "Kellogg's Krumbles" Getting Under Way

"Kellogg's Krumbles" is a breakfast food being introduced by the Kellogg Toasted Corn Flake Company in the New York district, after experimental marketing in three or four smaller cities. The original form of the product was made from the breakage of wheat biscuit, but now it is being manufactured as a main product by special processes.

Advertising and sampling will commence about April 1.

### Henry Blum Going to Cleveland

Henry Blum, who has been with Charles D. Levin, Inc., Advertising, formerly Levin & Bradt Advertising Agency, for the past five years, will leave New York April 1st to become advertising manager for Conrad-Baisch-Kroehle Company, a retail furniture store in Cleveland. In 1910 and 1911 Mr. Blum was Mr. Levin's assistant when the latter was advertising manager of Saks & Co.

### Food Magazines Combine

The *National Food Magazine*, New York, has been combined with *Table Talk*, published in Cooperstown, N. Y. The periodical will be called *Table Talk*, the *National Food Magazine*, and will be published in Cooperstown. Paul Pierce, the editor of the *National Food Magazine*, will be editor-in-chief of the new publication.

## An Opportunity for a Big Printer

There is a wonderfully productive and profitable field wide open for an intelligent and well equipped printer.

This field has not been developed simply because no printer has in his establishment that expert knowledge of the work absolutely necessary to its development.

I shall be glad to hear in confidence from a printer of ability and reputation who will undertake with me this highly important work upon a fair division of the profits and who will provide a guarantee drawing account commensurate with the importance of the business to be developed.

Please do not reply unless you can comply with the above requirements.

"G. T. E.,"  
Box 444, care of  
Printers' Ink

## Give Us

something other agents  
find too difficult to do.

## We Specialize

in constructive adver-  
tising and mer-  
chandising  
for the new  
advertiser

*Hugh M. Smith Co.*  
ADVERTISING  
and  
MERCHANDISING  
COUNSEL

Sixteen East Thirty-third  
Street, New York City

## Wanted

### an Advertising Solicitor

We have had managers enough. If you would hire yourself, this is an unusual opportunity.

Advances, drawing account, commissions, regular salaries are secondary considerations. Results will be paid for *liberally* and in any old way you want it.

If you can *produce*, we want you. If you lack faith in yourself, we can tell this after the interview. But why waste the interview?

In the fewest words: This is a chance of a life-time for a business getter, for a real advertising solicitor to become eventually a special partner in a magazine that is making a success *now*. Address "RESULTS," Box 445, care Printers' Ink.

## The Peril of the Automobile Section

Are Manufacturers Killing the Goose That Lays the Golden Eggs?—An Outline of the Rise and Decline of a Big Newspaper Feature—"Purification of Publicity" Recommended

By an Automobile Editor

IN the past ten years, appreciating the rapid growth of the industry, newspaper publishers throughout the country have created special departments to care for automobile advertising. But as in the case with moving pictures, the need for a news section became apparent and a new capacity was made on the staff of every big newspaper in the country—the automobile editor. His work is not only to direct the operations of the foreign offices in their solicitation of factory business, but to solicit local automobile advertising and edit the automobile pages—using a large amount of factory "news" in the Sunday section, which is his particular charge. The quotation in the last sentence is the reason for this article, whose theme should be of vital importance not merely to the newspapers, but to the automobile manufacturer as well.

A glance at most of the automobile sections printed to-day reveals that, for the most part, there is a lamentable lack of real news. There is little of interest for the motorist—twenty-five per cent is a generous estimate. In place of absorbing features and stories of actual news merit, these sections contain an abundance of superlative slush and factory items, ninety per cent of which have the brand of some factory's publicity manager who fondly believes when he sends it forth that the car-owner, possessive or prospective, will read it with avidity. This, however, is far from the case, because, in the main, and as the automobile section conclusively proves, the publicity manager's

"stories" possess utterly no interest to the man for whom they are apparently written.

Let us take an abstract case, calling the product of our manufacturer the Motorcar. This car, a pleasure car of real merit in the medium-priced class, sells, we will say, around \$1,000.

After the missionary campaign for dealers has been completed, the advertising manager is prepared to release copy to a list of newspapers in the cities where the Motorcar has representation. Through the mediums of his publicity department and the agency handling the Motorcar campaign, hundreds of pieces of "news from the advertising department of the Motorcar Company" are sent out. With these "news" stories there comes, let us suppose, to the automobile editor of the Chicago *Sun* a letter from the advertising agency. Its import is not at all subtle. The editor learns from this letter that, "The judgment of the Motorcar Company in the selection of its mediums is necessarily influenced by the support it receives in the news columns. In view of the fact that contracts for 30,000 lines will be released in a short time, and especially in consideration of the fact that the *Sun* is at present scheduled to carry the Motorcar campaign, we feel that we may count on your co-operation in this connection."

The Chicago *Sun* is one of the leading automobile mediums in Chicago. Its automobile editor is fighting tooth and nail for supremacy over its close competitor, the Chicago *Planet*. Motorcar "news" is therefore printed as often as possible, because the *Sun* cannot afford to risk the loss of the Motorcar business.

#### MOST AUTOMOBILE "NEWS" IS FUTILITY

What is the result? Knowing little about what constitutes desirable news—but caring less, since newspapers will print, *must* print such "news"—the publicity department of the automobile manufacturer encounters little if any difficulty in having news such as the following printed: "George R.

### Open for Connection as Advertising Manager

I'm not a world beater—nor a \$25,000 executive ready to direct a "biggest-in-the-world-department."

I am a young man who has had exceptional experience in constructive advertising. I have been on both sides of the advertising fence; as assistant advertising manager of one of the largest manufacturing concerns in the East, and now, as plan and copy man with a well-known Eastern agency.

As assistant advertising manager I was in the swim of an international business. Our department conducted national advertising, extensive dealer help and trade promotion work with some 15,000 dealers, used large trade-paper space, and issued the "acknowledged-best" house organ in this particular line. We kept a large printing department busy on circulars, booklets and trade literature in general. I voluntarily left this concern (name and all particulars given in correspondence later) taking the friendship of the advertising manager with me, and came to my present position with a prominent agency.

Here I have helped in the development of some twelve or fifteen different accounts; have planned the work and written the copy. Their problems have been mine, and I have profited accordingly.

My particular bent is obtaining more complete dealer distribution, and loyal trade co-operation.

I want to connect with some manufacturer who can use such experience as this in developing his own selling and advertising.

My reasons for desiring a change will be fully explained.

I am of American parentage, a college graduate (worked much of my way through), young, unmarried, in perfect health, and do not use liquor in any form.

What is your proposition?

Address "C. K.," Box 443, care PRINTERS' INK.

## My Boss

from May 15th on will be some manufacturer who needs an advertising manager or some agency head who needs another service man. He will be located in New England.

I offer him the benefit of my experience as salesman for three years, sales correspondent, and district manager for one year, assistant advertising manager for over four years.

In present position I am responsible for the investigation and analysis of markets and mediums, for the planning and executing of creative work for a leading manufacturer.

College trained, 31 years old, married. *Fine organizer with big grasp on modern merchandising problems and methods.*

*I know the small town intimately.*

Ready for greater opportunity and salary and can prove my worth.

Write for full details and samples of work.

Address

T. R., Box 442

Care Printers' Ink

## Every National Advertiser

Who took space with us in 1915 renewed his contract at increased rates for 1916, and most of them with larger space. In the past twelve months our total volume of advertising increased 47%. Our number of subscribers has increased 93 per cent. Let us tell you the reason for this.

## Southern Woman's Magazine

NASHVILLE, TENN.

Member of

Audit Bureau of Circulations

Eastern Representative: Lee & Williamson, Flatiron Building, New York City.

Western Representatives: Cole & Freor, 1328 Peoples Gas Building, Chicago, Ill.

James is elected treasurer of the Motorcar Company," "The Motorcar is the last word in six-cylinder construction, says John W. Motor, president and general manager of the Motorcar Company, manufacturers of the world-famed Motorcar the Magnificent," "Motorcar breaks all records for visitors at Chicago Show; more people thronged the Motorcar booth than that of any other manufacturer," "Motorcar Company holds convention; greatest convention of salesmen in the history of motordom," "Motorcar head visits Chicago—John W. Motor here on tour"—and so forth in never-ending monotony.

What possible interest can such wooden, uninteresting "news" have for the prospective purchaser? He probably never even heard of John W. Motor, and even though the name is familiar to him, what does it matter to him that Mr. Motor is visiting Chicago, or that the Motorcar Company held a convention, or that, by the factory's modest confession, the Motorcar attracted more visitors than any other car at the Chicago Show? Is he, the prospective purchaser, even remotely interested in the opinions of Mr. Motor? Hardly.

Sooner or later the manufacturer must make radical changes in his publicity department. He is deliberately destroying his most valuable asset, the automobile section, by permitting such conceit and self-glorification to dominate his publicity. And even though the newspaper publish this slush, is not the manufacturer himself making a great sacrifice in taking away the editorial interest of this department, so vital to his own success?

Some manufacturers have already begun to realize the impotency of the automobile section which they fathered and brought into being. They continue to send "news" to the papers, but they are specifying, "Position on some page forward in the paper, but not on automobile page."

Why? Because they have probably begun to see the futility of this hectic hyperbole and to dis-



cover at last how little of it is read.

The future of the automobile section is entirely in the hands of the manufacturer. It is yet possible to save this section, redeem it for a valuable purpose. The manufacturer only may effect this by purifying his publicity, by eliminating the stories of factory promotions, by deleting the egotistical "says John W. Motor," by cutting out three-quarters of the superlative epithets used in his "news" and by developing a news department—instead of a publicity department—which will confine its efforts only to such stories as would be considered news in the editorial-room of a newspaper.

These facts are inflexible. Sooner or later there must be an ultimate issue. If the newspaper publisher sees it first, the automobile section must go. If the manufacturer wakes up in time, this department may yet become a power of infinite worth to motordom, commercial and social.

Now, even though it is not yet interred, it is dead.

### Van Riper to Help Sell Chalmers Cars

L. M. van Riper, who for the last two years has handled the automobile advertising for the Sprague Publishing Company, of Detroit, has joined the staff of the L. J. Robinson Company, distributor of Chalmers cars for Michigan, as advertising manager and purchasing agent.

### Hudson Car Has New Publicity Manager

George R. Cullen, formerly assistant advertising manager of the Studebaker Corporation and associated with the advertising department of the Detroit City Gas Company, has been made publicity manager of the Hudson Motor Car Company.

### Walsh With Briscoe

Robert T. Walsh, who resigned recently as advertising manager of the Maxwell Motor Company, has been appointed to a similar position with the Briscoe Motor Corporation of Jackson, Mich.

### Chilton Has Detroit Office

H. H. Gill, advertising manager of the Chilton Automobile Directory of Philadelphia, has opened a Detroit office.

## The Waste of War

Talk about the waste of war! Well, we have a little expense account of our own. And we have no war—yet.

As you probably know, there is at least \$200,000,000 spent every year on advertising copy that never should run—copy that to the real advertising expert is obviously doomed to failure. Think of it! \$200,000,000 spent to accomplish what \$50,000,000 might do.

How much are you contributing to the loss fund? Remember, it costs just as much to use poor copy as good copy. But the difference in results is tremendous.

Let's exchange letters on the subject. No obligation to you, of course.

### Turner Advertising Company

30 N. Dearborn Street, Chicago

Nothing Succeeds Like Service



**T** Eastern manufacturer is desirous of getting in touch with a man who knows something about advertising, has good habits, managing and executive training, ability to handle a good sized proposition, in connection with a large lumber interest. Someone who is well settled and yet is a young man of aggressiveness, who has the confidence of some large men composing an organization. State qualifications, salary desired, age, etc., in letter to "President," Box 439, in care of PRINTERS' INK. This is really a fine opportunity for the right man.

## The Little Schoolmaster's Classroom

IT is interesting once in a while to get a glimpse of the reaction which is produced in the minds of consumers by some of our advertising copy. What does the consumer think about it, anyway? We know that he buys—or does not buy, as the case may be. But what does he think about it? We have had plenty of copy criticism from advertising men who pass judgment more or less from a professional standpoint. Wouldn't it be useful to get an uncolored and wholly ingenuous view of the non-advertising man's mind as he goes over the advertising pages?

As it happens, the Schoolmaster has received within the past month two letters from men who are not even remotely connected with the advertising business, which contain non-professional opinions of certain advertising copy. The Schoolmaster prints them, not because they prove anything, but because they are interesting and undeniably genuine.

\* \* \*

The first comes from Edward A. Greene, of Passaic, N. J. Mr. Greene is president of the Citizens' Title Insurance & Mortgage Company, a fact which should thoroughly absolve him from any charge of professional bias. He writes:

"We are living in a wondrous age. As my custom is, I picked up a magazine last evening and glanced through the advertising pages in order to keep pace with the progress of the world. I soon discovered a new cult in advertising. Some of those clever publicity practitioners, to save an effete public from death through ennui, had devised a multitude of new ways to while away an evening or to entertain a company of people.

\* \* \*

"One of the first headlines to greet my eye was 'Spill Grease on Your Floor.' Now, who has not yearned at times with an unquenchable yearning to spill grease

on a perfectly good floor? I then and there determined to seek out, purchase and take home with me at the first opportunity a large bucket of grease to put this delightful experiment to the test. What irks me is to think that I have lived all these forty and more years without such a thought occurring to me.

"Enraptured with the suggestion, I turned the pages carelessly until another headline gripped my attention, 'Spill a Gallon of Hot Gravy on a McGay Table-pad.' Inspired with this illuminating hint, I rushed to the kitchen for a gallon of hot gravy, but, alas, the gas-stove was cold and no hot gravy was within the range of vision. Never mind! I would have the neighbors in that very evening, Bridget should prepare the gravy and another lifetime ambition should be satisfied.

"Tingling with anticipation, I fingered the pages until once more my gaze was arrested by a page copy setting forth the wonderful qualities of a super floor varnish. Here was outlined a simpler experiment, 'within reach of all.' The only properties needed for this pleasant divertissement are a tea-kettle of boiling water and a hardwood floor. One simply pours the boiling water from the kettle to the floor and then repeats the operation at regular intervals, *ad libitum*.

\* \* \*

"Truly, great is advertising, and greater still is the marvelous initiative of trained advertising minds! Why shouldn't this sort of thing be carried to lengths hitherto unknown? Without any pretense of competing with the brilliant minds who pioneered in these untrodden fields, let me offer a few humble suggestions:

"Throw matches in our Kill-fool Gasoline Tank—it will remain after your car is burned up."

"Eat a stick of Hotgate's Shaving Soap. You'll like the flavor."

"Use a sledge-hammer on our

grand piano—you can't hurt it."

"Spill plum-sauce on our Rustuf Velvet—it will improve its appearance one hundred per cent."

"Throw lyddite at our Samson Kitchen Stoves—they cannot break."

"But why particularize further? Everyone who reads this will see

countless openings for the exercise of advertising ingenuity. The inexplicable thing is that this cult has not spread with greater rapidity and become universal before this day and age. No longer can the haughty advertiser expect an awakened public to notice the plain, unvarnished tales that used

## Ring Out Wild Bells!

Just been down wedging myself into—and out of—the Circulation Manager's office. You see, he's so sort of "sot up" over the results he's been getting lately that there's a lot of him and he's taking up lots of room, even when there's nobody else 'round. However, he graciously permitted me to approach and shake his hand and then back out, so—all's swell. It takes coin to buy a new hat every day. Betcha!

J. Dwight Brewer  
Advertising Manager

## GOOD HEALTH

1803 W. Main St.  
Battle Creek,  
Mich.

### PUBLISHERS

do you NEED effective representation in the Detroit Territory?

### OHIO, INDIANA and MICHIGAN

#### *A Section full of Advertisers*

Many advertisers, both active and potential, are located in this populous and prosperous heart of the country. Why don't they use all the space they should in your publication? Perhaps it's because your medium has not been presented convincingly and repeatedly.

If there is enough business in this section—that you are not now getting, but which you should expect from the right solicitation—to warrant paying for a part or all of my time, write me and ask me to submit the reasons why I am of the opinion that my services would be valuable to you. Am not particular whether trade journal, newspaper list, Farm papers, or standard magazine. If you want representation and an adequate share of the business, let me know, perhaps an arrangement can be made that will be mutually advantageous. Highest credentials together with the man with the "pep."—R. J. S. 605 Ford Bldg., Detroit, Mich.

### Population 62,288 Trading Center for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. People have money to spend.

## Brockton Daily Enterprise

Daily Edition exceeds 14,500. 2 to 32 pages

Flat Commercial rate 35 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries a page of want advertisements. Best paper. [Leading general advertisers use it.]



"GIBBONS Knows CANADA"

### RESULTS

Make me your credit man's aide! Four hundred concerns, 40 rated over a million, have found my expert experience invaluable. Let me act as your collection manager. I'll get results. Identified with the largest commercial concerns. Standard rates.

Offices of **BENJAMIN A. JAVITZ**  
220 Broadway New York

### MAN FOR SALE!

He has advertising and sales sense, developed by 10 years' experience in marketing power plant machinery and equipment; electrical apparatus and supplies; gas engines; automobile accessories; building material and contractors' equipment. Prepares the sort of ad-copy, booklets and dealer-helps that sell the product; and can meet the advertiser on his own ground. Clean record proven by references. Now with prominent service agency, but for good reasons wishes connection with agency, manufacturer or publisher in or near New York. Age 34; married. Salary not prime consideration, but must be consistent with ability. "J. A. K.," Box 39, Printers' Ink, 1 Beacon St., Boston, Mass.

### Advertising Manager Seeks Position with Food Manufacturer

\$5000 will secure the services of a young, aggressive advertising manager now at the head of the publicity department of one of the very largest canned and bottled food concerns. His reason for wishing to change is a good one. Prefers to work along food lines, having had most experience in that field. Married, but will go anywhere in U. S. if right opportunity presents itself. Address F. M., Box 443, care Printers' Ink.

### Solicitor Wanted

A long established, well rated and progressive Boston Advertising Agency has an opening for a Solicitor who desires to establish himself in a permanent position.

An exceptional opportunity for an experienced business getter.

All communications absolutely confidential. Address

"RARE OPPORTUNITY"  
Box 440 Care Printers' Ink

to pass current as good copy. The advertiser who does not cater to the public love of entertainment in this way will soon perceive the handwriting on the wall.

"Reams could be written without exhausting this subject, but I refrain. I must not stop, however, without offering a wreath to the great progenitor of this cult, the man who conceived the headline 'Hammer the Hammer.' He it was who laid the broad and solid foundation for a school of advertising that cannot fail to rise to greater heights than any yet attained. Why his idea should have lain dormant for several years, until it was taken up by other great minds to be embroidered and expanded into the mighty force it is bound to become, I cannot tell."

\* \* \*

The second letter comes from a lawyer in Cleveland. So as not to cause any unwarranted heartburnings, the Schoolmaster has deleted the names of the automobiles referred to:

"Have you noticed the extraordinarily extravagant advertisements put out by the — Motorcar Company?" he writes. "I had a lot of fun yesterday with one of their salesmen, which may interest you. He came in and said he understood I was in the market for a gasoline car. I told him I did expect to buy a gasoline car, and he wanted to interest me in the —. I told him that I did not think I was a good enough man to own a —; that such a perfect piece of mechanism ought to be purchased only by collectors who would put them in glass cases or preserve them in some way as a curiosity; that for the first time in the history of the world a man has made something better than God Almighty himself could put out.

"He looked at me in blank surprise and asked me what I meant. Then I told him that I had been interested in reading a lot of slush which they had been paying a lot of money to print. He said: 'Don't you think we have a good car?' I said: 'Yes; no doubt you have a very good car, but no-

body ever put out a car anything like as good as you advertise that you are putting out, and no piece of mechanism was ever built that begins to attain the perfection which you claim in your advertisements.' He was greatly nonplussed. He finally said: 'Well, in our booklets, which we show, we can prove all the statements therein.' I told him I did not know anything about his booklets, but was talking about the advertising. 'Well,' he said, 'I am sorry that you do not want a — car.' I told him no, I thought I should take something that was less of an 'angel child,' and it would probably be a common, ordinary automobile made by the — factory in Cleveland. It was a real amusing experience."

The Schoolmaster is able to state from personal knowledge that the author of the foregoing letter did buy the "common, ordinary automobile," and is apparently perfectly satisfied with his purchase.

## Lincoln Freie Presse

LINCOLN, NEB.

Actual Average  
Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

## Assistant Wanted

National advertising manager wants young man to help edit dealers' house-organ and to handle implement dealers' advertising service. Applicants should have experience along these lines. State experience, salary wanted, and submit samples of work. The right man can work into a good position. "W. S.," Box 446, care Printers' Ink.



## If You Want to Reach the Motor Car Owner Use the AMERICAN MOTORIST

Largest Circulation in Its Field

Main Office: Riggs Bldg., Washington, D. C.

Member of the Audit Bureau of Circulations

## A Successful Sales and Advertising Executive

Now achieving unusual results in an important connection of National prominence will consider new arrangement with sound, going ahead concern, offering possibilities for a healthy development and an appreciation of results. This man knows no obstacles, has a capacity for hard work seldom equalled and has never known a failure. A salesman of exceptional ability, he can get behind a selling organization with actual knowledge of modern selling conditions and problems, and get results. As executive he enjoys an exceptional grasp of modern merchandising, dealer co-operation, "follow up," etc. If no organization exists he can build every thing necessary to sales production from the selling copy to a live selling force.

He is 35 years of age, married, of agreeable personality, patience and exceptional tact, plus college training and eleven years' merchandising and selling experience.

What have you to offer in a big, hard job? "VIRILE," Box 436, care PRINTERS' INK.

## A New Service for Advertisers & Publishers

SELECTING and improving dress of publications LAYOUT of advertisements & pages Dummies for books & booklets Fine printing Appropriate use of type, design & color Striking effects by economical & simple means Ideas, copy, art work Practical advice Definite criticism Phone 3485 Bryant

Everett R Currier

Formerly with The Curtis Publishing Co.

Aeolian Hall New York

Send for my new house-organ, PICA

## Classified Advertisements

### ADVERTISING BOOKS

Theory and Practice of Advertising. Book with 50 lessons, making a comprehensive home study course. Third edition. \$1.00 prepaid. Geo. W. Wagenseller, Author, Middleburgh, Pa.

### BOOKLETS

Are wasted because written backwards; expensive because printed by old time methods. Ask on your letter head for samples. "Standard Booklets" written and priced right. THE DANDO+CO., 40 S. 3rd St., Philadelphia, Pa.

### BUSINESS OPPORTUNITIES

## Partner Wanted No Capital Needed

I don't need capital, but I want a partner who can see beyond his nose. I have built up a mail order business of 20,000 customers in a year. That is only a drop in the bucket. I have not taken out any profit and shall not for two years more. But by then I expect to begin to take out a big one. I need a partner who will work as hard as I do, take half the risk with me and be as interested as I am and who can get along without any profit out of the business for two years more for the sake of a chance to be a millionaire 10 years later. Give full particulars, past, present and future, and if you sound like the man I want we'll talk it over. Box 703, care Printers' Ink.

### FEMALE HELP WANTED

ADVERTISING—Confidential secretary to head of N. Y. agency. Expert stenographer. One with knowledge of dictaphone preferred. One familiar with agency work and thoroughly competent. Write full details concerning past experience and salary desired. Box 714, P. I.

### FOR SALE

To sell a list of 2,000 names of men and 500 of ladies, of the towns and routes of Tipton Co., Tenn. Corrected to date. Address Mrs. Mary Page, Covington, Tenn.

For Sale—Two Belknap rapid addressing machines, 110 V. D. C. motor and listing attachment, in first-class condition, used but a short time. Also three ten-drawer cabinets and thirty metal trays. Daily Local News Company, West Chester, Pa.

### HELP WANTED

Editor for Technical monthly in New York City. Technical knowledge of electricity necessary. Holder of E. E. degree preferred. Box 667, care P. I.

### SUBSCRIPTION MANAGER

WANTED—Unusual opportunity, liberal arrangement. SUBURBAN SOCIETY, 441 Main St., East Orange, N. J.

Wanted—Commercial Artist on advertising in group of trade papers. Call with samples of work. David Williams Co., 239 West 39th street, New York City.

### ADVERTISING MANAGER WANTED

—Must be a producer and able to take charge of advertising department. First-class medium for best advertisers. Salary or commission. SUBURBAN SOCIETY, 441 Main St., East Orange, N. J.

Young man, 25-30 years, to develop general advertising field for class publication, with extremely high class circulation. Will pay according to ability. Agency acquaintance desirable. Answers should stick to facts. Box 704, c/o P. I.

Wanted—Figure Artist. We want a really good figure artist in our Art Department. He must know advertising work and be capable of turning out the kind of drawings required by a good advertising agency. He must command a good salary. Write, giving experience, to Box 708, care Printers' Ink.

Advertising Manager Wanted—Young man with some advertising experience, able to write forceful, interesting copy. Originality and energy. Able to conduct house organ and handle detail work of appropriation of largest musical instrument house in Canada, located at Toronto. Salary moderate, but with splendid future. References required. State salary expected. Box 716, Printers' Ink.

WANTED—Capable, energetic man about 30 years of age, competent to take charge as manager of printing and estimating department of old established business recently reorganized. Must be unexceptionable as to character, habits and other qualifications, also a hard worker. Salary moderate at first but will be increased if applicant makes good. An exceptional opportunity for an ambitious young man with ability and without capital. Box 702, c/o P. I.

### POSITIONS WANTED

Sales and Advertising Manager and Business Executive seeks connection with manufacturing concern. Resourceful, energetic, ambitious. Age 35, 12 years' experience. Salary secondary to opportunity. Box 706, Printers' Ink.



Man with a practical knowledge of printing, engraving and binding desires a position with a publication or advertising office. Employed at present in printing office. Box 711, care Printers' Ink.

A secretary with six years' experience. Capable of assuming all details and stenographic work with advertising manager or solicitor. Adv. men *whom you know* will recommend. Box 715, Printers' Ink.

College man (33) with initiative, creative imagination and enthusiasm, willing hands, fleet feet; advertising experience on New York newspaper and agency work. Good appearance. Box 705, P. I.

#### ADVERTISING WRITER

Cornell graduate chemistry, '07. I. C. S. advg. course. Selling and advg. experience. Analytic. Hard worker. Salary secondary to real opportunity. Box 717, care Printers' Ink.

**3½** years' experience in handling high grade executive and copywriting work in agency. Want position as assistant in advertising department, with opportunity for advancement. Lehigh graduate, 25, married, live wire man. Excellent references. Box 712, P. I.

#### ADVERTISING FILMS

Young man, 30 years of age, considerable advertising experience, at present with motion picture advt. concern, desires connection with large company handling own plant. I have equipment and ideas. Will handle single assignment or will open department for manufacturing and circulating. Box 719, Printers' Ink.

Thoroughly trained trade paper and ad man, of 12 years' experience, now successfully representing well-known trade paper in New York State. Formerly office manager for trade weekly. Wants to get back inside where my knowledge of printing, engraving, make-up, etc., together with my 3 years soliciting experience, will be of value. Age 28, married. Address Box 710, Printers' Ink.

Advertising Manager—high calibre, aggressive, versatile, business producer, open to high class connection. Fifteen years industrial, machinery, specialty. Adv. agency experience. Originates winning sales plans, writes forceful, convincing copy. Thorough knowledge distribution, direct and mail order selling, dealer co-operation. Has initiative, originality, great capacity. Will prove results on trial, your own terms. Address "Producer," Box 709, care P. I.

**Farming my specialty.** Young man, 28, is open for engagement July 1st with progressive company selling to farmers. Born and raised on a farm; graduate of agricultural college; have been farm manager, and am now financially interested in large, going farm. My present position is branch manager for company selling supplies to farmers through dealers and jobbers. Have full charge of territory salesmen and quite a finger in the advertising. Five years in present connection. No preference as to location, but prefer pioneering work. Will start at \$3,500. Box 707, Printers' Ink.

American electrical and mechanical engineer, experienced Supt. Con., Hydro. and Steam Elec. Stations. Fifteen years in Latin-America, married, forty years old, wishes to represent American interests in South America. Address F. W. Up de Graff, Ridley Park, Pa.

Space buyer, 15 years' experience, looking for new connection. Has bought space for corporation spending over \$1,000,000 a year. Now connected with one of the largest advertising agencies. Is familiar with all forms of media, magazines, newspapers, bill boards, etc. Address "Space Buyer," c/o J. B. Woodward, Times Building, New York City.

Copy-Writer and Correspondent, 27 years old, who has been a hard student of advertising for more than two years, at present doing practical work, wishes to get with large manufacturer, where the opportunity for young ambition and future advancement is good. Can write good copy for advertisements, letters and booklets, is proficient in proofreading, but doesn't think he knows it all by a "long shot." Address E. S. Cassaday, 1320 West 25th St., Fort Worth, Texas.

In New York City there is a manufacturer who needs the right kind of a man to handle all technicalities of engraving and printing of his advertising literature.

There is also a man in New York City who is an expert on the above, looking for the right kind of a firm where good possibilities for his advancement are left in his hands.

*Question: How can they get together?*  
*Answer: This ad. Box 718, c/o P. I.*

## I'll Make Good

as advertising manager for some established progressive manufacturer or as merchandising service man for some substantial agency. College trained, 31 years old, married. Salesman for three years, sales correspondent and district manager for one year. Now and for over four years past assistant advertising manager for large manufacturer. Always successful—can prove it. In present position responsible for investigation and analysis of markets and mediums, planning and executing of creative work. Experience embraces house organs; trade and class papers, dealer service, all kinds of printed matter, correspondence to salesmen and trade, buying of art work, printing and engraving. *Know small town consumer and merchant intimately. Exceptional organizer with broad grasp on advertising problems and methods.* Ready for larger opportunity and pay. Wish to locate in New England. Can start May 15th. Write for full details and samples of work. Address Box 701, care Printers' Ink.

#### PRESS CLIPPINGS

**ROMEIKE'S PRESS CLIPPING BUREAU**, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.



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# The Finest Advertising Illustrations

you can secure—whether photographs or the work of master artists—are transferred direct to a copper cylinder and reproduced in *The Chicago Sunday Tribune's Rotogravure Section* with a life-like realism and fidelity to detail such as the Rotogravure process alone can give.

There are no half-tones, no electros, no mats. Your illustrations are printed direct from the *original etching* on the copper cylinder.

In this eight-page Rotogravure Section, with a circulation of *over 600,000 every Sunday*, there are only two pages available for advertising—the back cover and the inside back cover—both "*preferred positions*" in a "*preferred*

*section*" of *The Chicago Sunday Tribune*.

And the rate for these two pages is only \$700 each—about *one-third the rate per line per thousand circulation charged for INSIDE PAGES* in weekly or monthly magazines.

These Rotogravure pages are  $9\frac{3}{4}$  inches wide by  $15\frac{3}{4}$  inches deep, giving you liberal space for large and striking photographs or drawings and imposing type display.

The many advantages of these two pages for advertising purposes—coupled with their *low cost* and their *enormous, concentrated circulation*—will be readily apparent to every careful buyer of advertising space. Make your reservations early.

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